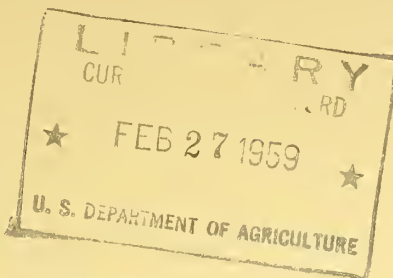


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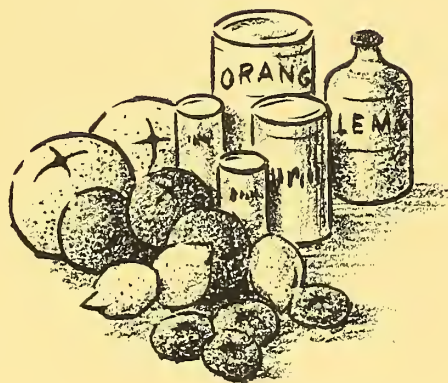
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# CONSUMER PURCHASES OF FRUITS AND JUICES

## Family Characteristics

Oct. 1955 - Mar. 1956



CPFJ-47

UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

Washington, D. C.

July 1957

## PREFACE

This report summarizes data on household consumer purchases of fresh citrus fruits, canned and frozen juices and ades during the 6-month period October 1955-March 1956. Data for the October 1953-March 1954 period are presented here for comparative purposes. These data are developed from those appearing in a current series of monthly reports entitled "Consumer Purchases of Selected Fruits and Juices" and a series of quarterly reports entitled "Consumer Purchases of Selected Fruits and Juices by Regions and Retail Outlets." The purpose of this report is to provide additional information concerning buying practices of families as related to geographic region and size of city in which they live, family income, family size and ages of children, age of housewife, and occupation and education of family head.

The "family income" classification used in this report was based on a division of family income into four quartiles in each community size within regions. For example, in the North Central region all farm families were divided into four groups of equal size, based upon a ranking of incomes. Similarly, all families in cities of under 10,000 population in the regions were divided into four groups. In turn, the families in each of the other city size classifications in the region were divided into four groups. All of the families in the highest income quartiles were then combined to form the "upper income group." Those in the next highest quartile formed the "upper middle income group," etc.

In the classification of data according to "presence of children" families were recorded more than once if they had children falling within more than one age group. Thus, a family having children in 3 different age groups was tabulated with each of the three groups.

In the classification for "size of community" the total populations of metropolitan areas were used rather than populations within corporate city limits.

The data in this report on "average volume of purchases per buying family" are calculated by dividing total purchases of each product during the 6-month period by the total number of families making purchases at any time during the period. On the other hand, "volume of purchases per 1,000 capita" were computed by dividing total purchases by the total number of persons in the category irrespective of whether or not purchases were made by the family of which they were members.

The States included in each of the geographic regions for which data are presented and the distribution of population among these regions are shown in figure 1.

This is the seventh in a series of such reports covering selected 6-month periods beginning in October 1949. This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data represent estimates obtained from a nationwide consumer panel. This publication is issued by the Market Development Branch, Agricultural Marketing Service, as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the U. S. Department of Agriculture were provided under the Agricultural Marketing Act.

# CONTENTS

	Page
Summary.....	1
Frozen juices and ades.....	1
Canned juices.....	3
Fresh citrus.....	4

## Tables

Purchase data, by family characteristics and place of residence,  
October 1955-March 1956 compared with October 1953-March 1954

### Frozen and shelf-pack concentrated juices and ades:

Table 1.--Percentage of all families buying.....	7
2.--Average number of purchases per buying family.....	9
3.--Average volume of purchases per buying family.....	11
4.--Average price paid per can by household consumers.....	13
5.--Volume of purchases per 1,000 capita.....	14

### Canned single-strength juices and ades:

Table 6.--Percentage of all families buying.....	16
7.--Average number of purchases per buying family.....	18
8.--Average volume of purchases per buying family.....	20
9.--Average price paid per can by household consumers.....	22
10.--Volume of purchases per 1,000 capita.....	24

### Fresh citrus fruit:

Table 11.--Percentage of all families buying.....	26
12.--Average number of purchases per buying family.....	28
13.--Average volume of purchases per buying family.....	30
14.--Average prices paid per dozen by household consumers..	32
15.--Volume of purchases per 1,000 capita.....	34



**FOR NATIONAL CONSUMER PANEL**

**PACIFIC** 10.6%

**MOUNTAIN** 8%

**SOUTHWEST** 10.1%

**NORTHCENTRAL** 29.2%

**SOUTH** 21.6%

**NORTHEAST** 28.4%

**NEW ENGLAND** 1.6%

**ALASKA** 0.9%

States shown: WASH., OREG., CALIF., NEV., IDAHO, MONT., WYO., N. DAK., S. DAK., NEBR., MINN., IOWA, WIS., MICH., N. Y., N. J., PA., VA., W. VA., OHIO, IND., ILL., MO., KANS., ARIZ., N. MEX., TEXAS, OKLA., ARK., LA., MISS., ALA., GA., S. C., N. C., TENN., KY., FLA., MAINE, N. H., MASS., R. I., CONN.

CONSUMER PURCHASES OF FRUITS AND JUICES  
BY FAMILY CHARACTERISTICS

October 1955-March 1956

SUMMARY

Householders during the period October 1955-March 1956 bought slightly more frozen concentrated juice per person than in the corresponding period 2 years earlier, with a larger average volume of purchases per buying family. The proportion of families reporting purchases was below that of October 1953-March 1954.

On a per capita basis householders purchased about the same volume of frozen concentrated orange juice during October 1955-March 1956 as 2 years earlier. Increases occurred in per capita purchases of frozen concentrate for lemonade and canned single-strength orangeade. Shelf-pack concentrate for orangeade was purchased in slightly smaller volume than in the comparable period of 1953-54.

Canned single-strength juices were purchased by 81 percent of the Nation's householders during October 1955-March 1956, a slightly smaller proportion than in the corresponding period 2 years earlier. The average volume of single-strength juices purchased by those buying also was down slightly, and as a result, per capita purchases were about 4 percent lower than in the corresponding period 2 years earlier. Families in the lower-middle income group, and families in which the family head was engaged in clerical, sales, and service or unclassified occupational fields, however, reported larger per capita purchases of canned single-strength juices than in October 1953-March 1954.

Purchases of fresh citrus fruit by United States household consumers were down about 17 percent per capita in October 1955-March 1956 compared with the earlier period. Tangerines were the only citrus fruit purchased in larger volume. Largest per capita purchases of fresh citrus fruit during October 1955-March 1956, were reported by families in the upper income group, families with no children, and by families whose head was engaged in an executive or professional occupation and had attended college.

Frozen juices and ades: Per capita purchases of frozen concentrated orange juice by U. S. householders during October 1955-March 1956 were at the same level as during the corresponding period 2 years earlier. Families in the lower-middle income group reported a significant increase in purchases compared with October 1953-March 1954, but per capita purchases by families in all other income groups were either about the same or slightly lower. Per capita purchases for households where the family head had only a grammar school education were larger during October 1955-March 1956 than in the same period of 1953-54; while per capita purchases by families in "other educational" categories were lower. Families with children, irrespective of their age, reported smaller per capita purchases of frozen concentrated orange juice during October 1955-March 1956 than in the same period 2 years earlier. Families without children reported larger per capita purchases (table 5).

Prices paid for frozen concentrated orange juice during October 1955-March 1956 were fractionally higher than in October 1953-March 1954 (table 4).

Householders during October 1955-March 1956 bought a larger volume of frozen concentrated grape juice than in the comparable period 2 years earlier (table 3). Although purchases among families in the upper income group were about the same as 2 years earlier, families in other income groups reported appreciably larger purchases per person. Per capita purchases of families where the housewife was under 35 years of age were larger than in families where housewives were older (table 5).

Prices paid by households for frozen concentrated grape juice were about 2 cents lower per 6-ounce can than in October 1953-March 1954 (table 4).

Frozen single-strength lemon juice was purchased by 1.1 percent of U. S. families during October 1955-March 1956--about the same proportion as in October 1953-March 1954 (table 1). Per capita purchase held at about the same level as in the period 2 years earlier.

Families purchased a larger average volume of frozen concentrated lemonade during October 1955-March 1956 than in the corresponding period of 1953-54 (table 3). As a result, per capita purchases rose despite a drop in the proportion of U. S. families buying the product. An increase in the proportion of families buying was noted for families in the upper-middle income group.

Per capita purchases of frozen concentrated lemonade by larger families--6 or more members--were considerably lower than for smaller families during October 1955-March 1956. Families in the Pacific and Mountain-Southwest regions purchased appreciably more frozen concentrate for lemonade per person than families in other regions (table 5). Householders paid about 3 cents less per 6-ounce can of frozen concentrate for lemonade during October 1955-March 1956 than in the comparable period 2 years earlier (table 4).

Purchases of shelf-pack concentrate for orangeade in October 1955-March 1956 were slightly smaller than 2 years earlier (table 1). Families in both the upper and lower income groups reported smaller purchases than in the earlier period, while both the upper-middle and lower-middle income groups showed larger purchases (table 5). Prices paid for shelf-pack concentrate for orangeade were fractionally higher than in October 1953-March 1954.

Less than one percent of the Nation's families purchased frozen concentrated orangeade during October 1955-March 1956, not sufficient data for analysis. About 3.5 percent of the Nation's families purchased the product in October 1953-March 1954 (table 1).

Single-strength lemonade also was bought by fewer than one percent of U. S. families during October 1955-March 1956.



With more families buying, per capita purchases of canned single-strength orangeade during October 1955-March 1956 were up about 15 percent from two years earlier. Families in the upper income group had smaller per capita purchases, but families in all other income groups increased their purchases, with lower income families showing the greatest gain. Per capita purchase patterns during October 1955-March 1956 indicate that large families bought a greater volume of single-strength orangeade than small families and that families with children bought more than families without children. Prices paid were slightly lower than in October 1953-March 1954 (table 10).

Canned juices: Householders' purchases of canned single-strength orange juice were equivalent to about 18 ounces per person during the period, October 1955-March 1956, approximately 4 ounces less than in October 1953-March 1954. Declines occurred in both the proportion of families buying and in the average volume purchased by buying families (tables 6 and 8).

Per capita purchases of canned single-strength grapefruit juice during October 1955-March 1956 were about the same as in the period October 1953-March 1954. Prices paid were fractionally lower. Families with children under 6 years of age and 13 and over bought more canned grapefruit juice per person than in earlier periods, while families with children 6 to 12 years of age and families without children decreased their purchases. Families without children, however, continued to have substantially larger per capita purchases than those with children (table 10).

Per capita buying of canned single-strength orange-grapefruit blended juice during October 1955-March 1956 was down about 15 percent from 2 years earlier. Less blended juice was purchased by families in all income groups except the upper-middle income group which had the same per capita purchase rate as 2 years earlier. Although purchases of blended juice were generally lower, families with children in the 6-12 year age group, and families where the head had received some high school education reported higher per capita purchases (table 10). About 11 percent of the Nation's families bought the product compared with about 13 percent in October 1953-March 1954 (table 6). Prices paid by householders for blended juice were fractionally higher than in October 1953-March 1954 (table 9).

Only 2 percent of the Nation's families purchased canned single-strength tangerine juice during the period, October 1955-March 1956 (table 6). Per capita purchases were down sharply from 2 years earlier, with families in all income groups, except the lower-middle, reporting smaller per capita purchases.

Despite a sharp drop in the proportion of families buying canned and bottled single-strength lemon juice, per capita purchases by U. S. householders in October 1955-March 1956, were at the level as in the corresponding period 2 years earlier. Upper income families had the same per capita purchases as 2 years earlier; families in all other income groups had smaller purchases. Presence of children in the household appeared to be a factor influencing smaller per capita purchases of lemon juice (table 10). Prices paid for lemon juice were fractionally lower than October 1953-March 1954.

A slightly smaller proportion of families bought single-strength grape juice during October 1955-March 1956 than 2 years earlier (table 6). But with slightly larger average purchases per buying family, per capita purchases were about the same. Families in the executive and professional, and the clerical, sales and service occupational classifications bought larger quantities of the juice, but per capita purchases of householders in other occupational classifications were unchanged or lower. Families where the head of the household had received some high school or higher education reported per capita purchases double those of families whose head had received only a grammar school education (table 10).

More families bought canned single-strength pineapple juice, and those buying made larger purchases, during October 1955-March 1956 than 2 years earlier. These changes were reflected in a 12 percent rise in per capita purchases of pineapple juice. Families in all income groups bought more pineapple juice than in October 1953-March 1954. The presence of children in a household did not appear to be a factor in determining if a family bought pineapple juice during October 1955-March 1956. Per capita purchases, however, were substantially larger among households without children than among those with children. Prices paid for canned single-strength pineapple juice averaged about 4 cents lower per 46-ounce can than in October 1953-March 1954 (table 10).

Per capita purchases of prune juice by U. S. householders, were up about 19 percent in October 1955-March 1956 from 2 years earlier. Only families in the lower income group reported smaller purchases of prune juice; families in all other income groups reported higher purchases. Upper income families replaced lower income families as the group having the highest per capita purchases of prune juice during October 1955-March 1956. Small families--one and two members--and households without children bought considerably larger volumes of prune juice per person than large families and families with children during October 1955-March 1956 (table 10).

More families bought canned single-strength tomato juice than any other single-strength juice for which data were obtained (table 6). But with a drop in the proportion of families buying and a decline in the average volume purchased by buying families, per capita purchases were down about 14 percent from 2 years earlier. Reduced purchases were reported by families in all income groups, with upper income families reporting the smallest decline. A larger proportion of families with children bought tomato juice than families without children. However, per capita purchases by families without children were considerably larger than those of families with children (table 10). Prices paid by householders for tomato juice during October 1955-March 1956 averaged about 27 cents, about one cent higher per 46-ounce can than in October 1953-March 1954 (table 9).

Fresh citrus: About 76 percent of U. S. families bought fresh oranges during the period October 1955-March 1956 (table 11). Buying families had an average total purchase of about 2 dozen oranges per person compared with about 2-1/3 dozen oranges per person 2 years earlier. On a per capita basis,



orange purchases were down from 2 years earlier for all family characteristics and places of residence (table 15).

A greater proportion of the Nation's families bought California-Arizona oranges than Florida oranges during the 6-month period, but a greater total number of Florida oranges were bought. During October 1955-March 1956, 48 percent of the Nation's families bought California-Arizona oranges; 42 percent Florida oranges, and about 32 percent purchased oranges unidentified as to origin (table 11). Prices paid for fresh oranges averaged about 4 cents higher per dozen than in October 1953-March 1954 (table 14).

Fifty-eight percent of U. S. families bought fresh grapefruit during October 1955-March 1956--a drop from the 63 percent who purchased grapefruit during the corresponding period 2 years earlier (table 11). The decline in the proportion of families buying was accompanied by a 7 percent drop in per capita purchases. Families without children made considerably larger purchases of fresh grapefruit per person than families with children during October 1955-March 1956. Families with teen-age children had larger per capita purchases than families with younger children. Families with older homemakers, 45 years and older, made twice as many purchases per capita than those families in which the homemaker was less than 45 years of age (table 15). Prices paid for fresh grapefruit averaged slightly lower during October 1955-March 1956 than in October 1953-March 1954 (table 14).

The average volume of fresh lemons purchased per buying family during October 1955-March 1956 was almost unchanged from 2 years earlier (table 13). Per capita purchases, however, were down about 14 percent from 2 years earlier, with a drop in the proportion of families buying.

In contrast to the purchase pattern for fresh oranges and grapefruit where highest per capita purchases were reported by families in the upper income group, per capita purchases of lemons were largest among families in the lower income group. Per capita purchases among households in which the housewife was 45 years and over were more than double those with younger homemakers. Families without children in the household continued to buy twice as many lemons per capita as those with children (table 14). Prices paid for fresh lemons were fractionally lower during October 1955-March 1956 than in the same period 2 years earlier (table 14).

Tangerines were the only major citrus fruit purchased in larger volume during October 1955-March 1956 than in October 1953-March 1954 (table 13). Prices paid for tangerines were slightly lower than in October 1953-March 1954.

The proportion of families buying tangerines ranged from 41 percent in the upper income group to about 25 percent in the lower income group (table 11). A profile of a family reporting highest per capita purchases during October 1955-March 1956 showed a family of 4 to 5 members, with children ranging from

6 to 12 years of age. The family was in the upper, or upper-middle income group, and the family head was engaged in a clerical, sales, or service occupation. The family lived in a city of 500,000 population or more in the Northeastern United States (table 15).

Fresh limes were purchased by 1 percent of the U. S. families during October 1955-March 1956, compared with 1.3 percent 2 years earlier. The available purchase data indicate that households of 1 and 2 members, and families in the upper-middle income group had the largest per capita purchase of limes during October 1955-March 1956 (table 15).



Table 1.--Frozen and shelf-pack concentrated juices and ades: Percentage of all families buying, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956

Item	Frozen concentrated juices						Frozen single-strength lemon juice	
	Orange		Grape		All frozen concentrates 1/		1955-56	1953-54
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54		
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States.....	48.5	50.4	11.5	12.0	50.5	52.1	1.1	1.1
Geographic region								
Northeast.....	58.8	65.4	14.2	15.9	61.2	66.9	1.8	1.3
North Central.....	50.1	52.0	12.1	13.2	52.2	54.0	3/	1.3
South.....	34.1	31.7	6.4	6.9	35.1	33.2	3/	3/
Mountain-Southwest.....	43.3	43.7	12.6	11.7	46.6	44.6	1.3	3/
Pacific.....	53.1	53.7	12.5	10.4	54.7	55.9	3/	1.2
Size of community								
Farm.....	25.2	24.6	4.5	4.9	27.0	25.7	3/	3/
City (population)								
Under 10,000.....	40.4	41.7	9.0	11.1	42.2	43.2	3/	1.3
10,000-99,999.....	50.9	52.2	13.4	13.4	53.6	54.5	2.4	1.0
100,000-499,999.....	56.6	57.6	16.7	15.1	58.4	59.9	3/	1.6
500,000 and over.....	61.7	67.4	13.2	14.7	63.7	68.9	1.2	1.1
Family income								
Upper.....	60.4	63.5	15.3	15.6	62.8	65.5	1.3	1.5
Upper middle.....	54.4	54.7	13.2	14.7	56.7	55.8	3/	3/
Lower middle.....	44.6	46.5	10.0	9.8	46.8	49.1	1.5	3/
Lower.....	35.2	35.3	7.7	7.5	36.4	36.3	1.0	1.1
Size of family								
1 and 2 members.....	43.4	43.0	7.4	8.4	45.4	44.7	1.1	1.3
3 members.....	52.0	55.2	11.7	11.3	54.0	56.1	1.7	1.3
4 and 5 members.....	55.8	58.4	16.3	16.7	57.7	60.5	3/	1.0
6 and over.....	37.7	40.7	10.5	10.4	40.0	42.4	3/	3/
Presence of children 4/								
No children.....	43.8	44.7	7.9	8.7	45.8	46.3	1.3	1.5
Under 6 years.....	51.6	56.9	15.4	15.6	53.8	58.7	3/	3/
6-12 years.....	51.2	56.0	15.3	16.2	53.2	57.8	3/	1.0
13-20 years.....	46.6	47.8	11.5	12.8	48.5	49.8	1.0	3/
Occupation of family head								
Executive, professional.....	69.8	68.5	15.7	18.0	70.4	70.0	1.7	1.9
Clerical, sales, service.....	62.9	63.4	14.5	13.6	64.6	65.2	3/	1.2
Craftsman, laborer.....	46.1	46.5	12.8	11.8	48.9	48.7	1.0	3/
Farmer.....	25.5	25.6	5.9	3.3	27.9	26.2	3/	3/
Unclassified.....	40.0	38.4	5.3	8.1	41.1	39.5	1.5	1.7
Education of family head								
Grammar school.....	35.4	36.8	7.6	8.1	37.5	38.5	1.0	3/
Some high school.....	56.1	59.8	15.2	15.4	57.9	61.5	3/	1.2
Some college.....	70.5	68.7	14.9	16.1	72.4	70.1	1.8	1.7
Age of housewife								
Under 35 years.....	53.9	56.3	15.3	14.3	55.4	57.7	3/	3/
35-44 years.....	52.9	54.9	14.4	14.5	55.2	57.1	1.1	1.2
45 years and over.....	44.3	46.2	8.7	10.0	46.4	47.6	1.4	1.2

Continued

Table 1.--Frozen and shelf-pack concentrated juices and ades: Percentage of all families buying, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956--Continued

Item	Concentrate for ades								
	Lemonade				Orangeade			Grape	
	Frozen		Shelf-pack		Frozen 2/		Shelf-pack		Shelf-pack
	1955-56 Percent	1953-54 Percent	1955-56 Percent	1953-54 Percent	1953-54 Percent	1955-56 Percent	1953-54 Percent	1955-56 Percent	1953-54 Percent
United States.....	7.5	8.8	1.4	1.3	3.5	3.5	3.7	1.3	1.2
Geographic region									
Northeast.....	8.2	9.3	1.6	3/	2.1	2.2	2.5	1.6	1.1
North Central.....	5.6	7.5	1.7	2.1	5.3	6.1	6.2	1.8	1.3
South.....	4.7	5.4	3/	3/	2.0	3/	1.4	3/	3/
Mountain-Southwest.....	11.1	9.2	1.5	3/	4.5	5.7	5.6	1.3	1.6
Pacific.....	12.3	16.6	1.8	2.4	4.0	3.2	3.4	1.4	1.8
Size of community									
Farm.....	3.3	3.3	1.4	1.0	2.3	5.0	3.4	1.2	3/
City (population)									
Under 10,000.....	6.1	8.1	1.2	1.4	5.2	5.2	5.5	1.6	1.3
10,000-99,999.....	8.6	10.8	3.1	1.0	4.3	4.1	4.3	3/	1.4
100,000-499,999.....	9.4	10.2	1.4	3/	3.6	2.6	2.5	3/	3/
500,000 and over.....	9.2	11.2	3/	1.9	2.5	1.7	3.2	1.7	1.7
Family income									
Upper.....	9.0	11.9	1.4	1.6	4.5	4.3	4.0	1.9	1.2
Upper middle.....	10.5	9.5	2.2	1.2	3.6	3.1	3.6	1.5	1.1
Lower middle.....	5.2	6.5	1.1	1.5	2.7	4.1	3.2	3/	1.7
Lower.....	5.4	7.0	1.1	3/	3.1	2.7	4.1	1.2	3/
Size of family									
1 and 2 members.....	6.3	7.6	1.8	1.2	3.2	3.2	3.8	1.2	3/
3 members.....	8.8	8.8	3/	1.2	3.0	2.8	2.9	3/	1.3
4 and 5 members.....	9.3	11.2	2.0	1.6	4.3	3.8	4.6	1.9	1.4
6 and over.....	3.9	5.7	3/	1.1	3.0	5.4	2.8	1.2	1.9
Presence of children 4/									
No children.....	6.3	7.3	1.8	1.1	3.1	3.2	3.7	3/	3/
Under 6 years.....	7.4	8.2	1.1	1.4	2.9	4.1	3.1	2.0	1.5
6-12 years.....	7.8	9.6	1.1	1.3	4.3	3.6	3.7	1.5	2.0
13-20 years.....	9.3	10.1	1.1	1.8	3.5	5.0	4.3	1.9	1.7
Occupation of family head									
Executive, professional.....	9.4	12.8	3/	1.4	4.2	2.9	2.9	2.3	1.5
Clerical, sales, service.....	11.1	10.7	1.3	1.4	2.6	2.5	3.4	1.3	1.0
Craftsman, laborer.....	7.5	8.0	1.8	1.7	3.6	3.7	4.5	1.0	1.5
Farmer.....	2.7	2.1	1.6	3/	3.3	5.4	3.5	1.6	3/
Unclassified.....	6.5	9.5	1.3	3/	2.8	2.9	2.8	1.1	3/
Education of family head									
Grammar school.....	4.8	5.8	1.4	1.4	3.3	3.1	3.8	3/	3/
Some high school.....	9.5	10.4	1.7	1.2	3.3	3.9	3.3	1.4	1.4
Some college.....	11.2	14.0	1.1	1.4	4.5	3.9	4.4	2.3	1.8
Age of housewife									
Under 35 years.....	7.7	9.8	1.2	3/	2.9	3.3	2.7	1.4	1.7
35-44 years.....	8.2	9.7	1.3	1.6	3.7	4.2	3.6	1.7	1.4
45 years and over.....	7.1	8.1	1.6	1.3	3.6	3.4	4.2	1.1	3/

1/ Includes purchases of other frozen concentrated juices.

2/ Purchases of this product were not in sufficient amount during October 1955-March 1956 to permit analysis.

3/ Too few purchases reported for analysis.

4/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 2.--Frozen and shelf-pack concentrated juices and ades: Average number of purchases per buying family, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956

Item	Frozen concentrated juices						Frozen single-strength lemon juice	
	Orange		Grape		All frozen concentrates 1/		1955-56	1953-54
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54		
	Number	Number	Number	Number	Number	Number	Number	Number
United States.....	9.0	9.3	3.5	3.6	10.0	10.4	1.3	1.3
Geographic region								
Northeast.....	11.3	11.8	3.4	3.7	12.6	13.3	1.2	1.2
North Central.....	8.0	8.2	3.6	4.2	9.0	9.3	3/	1.3
South.....	7.6	7.6	4.3	3.5	8.4	8.3	3/	3/
Mountain-Southwest.....	7.3	7.6	2.5	2.6	7.9	8.7	1.0	3/
Pacific.....	7.5	8.1	3.2	2.7	8.7	8.8	3/	1.7
Size of community								
Farm.....	6.0	5.3	2.5	2.9	6.4	5.9	3/	3/
City (population)								
Under 10,000.....	6.9	7.8	3.5	3.7	7.7	8.9	3/	1.5
10,000-99,999.....	7.4	8.3	3.5	3.9	8.3	9.4	4/	1.0
100,000-499,999.....	8.6	9.1	3.2	3.3	10.0	10.4	3/	1.5
500,000 and over.....	10.5	11.2	3.5	3.8	11.6	12.5	1.6	1.3
Family income								
Upper.....	10.1	10.0	3.3	4.1	11.2	11.4	1.7	1.3
Upper middle.....	9.1	9.7	3.8	3.6	10.4	11.1	3/	3/
Lower middle.....	9.1	8.6	3.5	2.9	10.0	9.2	1.0	3/
Lower.....	7.7	8.0	3.7	3.3	8.7	9.1	1.5	1.2
Size of family								
1 and 2 members.....	7.4	7.7	3.5	2.7	8.2	8.5	1.6	1.4
3 members.....	10.5	9.1	4.1	3.2	11.8	10.3	4/	1.3
4 and 5 members.....	11.0	10.5	4.0	3.9	12.6	11.8	3/	1.3
6 and over.....	9.9	9.5	3.0	5.3	10.7	11.1	3/	3/
Presence of children 5/								
No children.....	7.8	7.8	3.6	2.7	8.8	8.4	1.3	1.3
Under 6 years.....	10.2	10.6	3.9	4.2	11.6	12.1	3/	3/
6-12 years.....	10.5	10.5	3.5	4.0	11.8	11.9	3/	1.5
13-20 years.....	10.8	10.0	3.2	4.1	11.8	11.1	1.0	3/
Occupation of family head								
Executive, professional.....	10.2	10.9	3.9	3.9	11.8	12.4	0.9	1.6
Clerical, sales, service.....	9.3	10.1	3.5	3.9	10.6	11.4	3/	1.3
Craftsman, laborer.....	8.8	8.8	3.2	3.5	9.7	9.8	1.3	3/
Farmer.....	6.2	4.4	2.5	3.4	6.5	5.0	3/	3/
Unclassified.....	7.3	7.4	4.3	2.8	8.2	8.1	1.5	1.2
Education of family head								
Grammar school.....	7.9	7.2	3.1	3.5	8.6	8.1	1.1	3/
Some high school.....	9.3	10.0	3.8	3.7	10.6	11.3	3/	1.3
Some college.....	9.6	11.0	3.3	3.6	10.8	12.3	1.3	1.5
Age of housewife								
Under 35 years.....	8.9	9.5	3.8	4.0	10.4	11.0	3/	3/
35-44 years.....	10.4	10.6	3.3	3.7	11.5	11.8	1.0	1.5
45 years and over.....	8.4	8.3	3.4	3.3	9.3	9.3	1.1	1.2

Continued

Table 2.--Frozen and shelf-pack concentrated juices and ades: Average number of purchases per buying family, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956--Continued

Item	Concentrate for ades									
	Lemonade					Orangeade			Grape	
	Frozen		Shelf-pack		Frozen 2/	Shelf-pack		Shelf-pack	Shelf-pack	
	1955-56	1953-54	1955-56	1953-54		1955-56	1953-54		1955-56	1953-54
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
United States.....	2.6	2.5	1.4	1.4	2.3	3.4	3.6	2.2	2.3	
Geographic region										
Northeast.....	2.2	2.4	1.8	3/	2.4	3.9	4.0	1.7	3.2	
North Central.....	2.7	2.4	1.3	1.6	2.3	3.2	3.9	2.2	2.3	
South.....	2.8	2.4	3/	3/	1.8	3/	2.0	3/	3/	
Mountain-Southwest .....	2.7	3.4	1.9	3/	3.3	3.9	4.5	2.4	1.3	
Pacific.....	3.0	2.4	4/	1.1	1.9	4.3	2.1	4.3	2.4	
Size of community										
Farm.....	1.9	2.1	4/	1.3	3.6	3.2	3.5	1.3	3/	
City (population)										
Under 10,000.....	2.4	2.2	1.3	1.3	2.7	3.7	3.4	1.8	1.6	
10,000-99,999.....	1.9	3.2	1.8	1.4	1.8	3.5	3.7	3/	1.6	
100,000-499,999.....	2.7	2.6	1.0	3/	1.9	3.1	4.7	3/	3/	
500,000 and over.....	2.7	2.4	3/	1.5	1.7	4.6	3.4	2.6	3.2	
Family income										
Upper.....	3.3	2.5	1.4	1.7	2.6	2.8	3.5	2.2	2.5	
Upper middle.....	2.1	2.2	1.5	1.2	2.5	4.2	3.4	2.0	1.3	
Lower middle.....	2.3	2.5	1.0	1.2	2.6	2.9	4.3	3/	2.6	
Lower.....	2.6	2.8	1.7	3/	1.5	4.6	3.5	1.7	3/	
Size of family										
1 and 2 members.....	2.6	2.2	1.6	1.3	2.1	4.0	3.2	2.6	3/	
3 members.....	2.5	2.6	3/	1.4	1.6	3.7	3.1	3/	1.7	
4 and 5 members.....	2.8	2.8	1.0	1.5	2.8	3.1	4.2	1.9	2.5	
6 and over.....	3.4	2.2	3/	1.2	2.2	3.5	3.3	3.3	3.4	
Presence of children 5/										
No children.....	2.6	2.3	1.5	1.4	2.0	3.7	2.9	3/	3/	
Under 6 years.....	2.6	2.3	1.3	1.2	2.2	3.9	2.8	2.2	2.8	
6-12 years.....	2.4	2.7	1.2	1.7	2.4	3.3	3.9	2.6	2.8	
13-20 years.....	2.9	2.7	1.7	1.6	3.2	3.2	4.8	1.4	3.0	
Occupation of family head										
Executive, professional.....	2.7	2.6	3/	1.2	2.3	3.1	3.7	2.8	1.6	
Clerical, sales, service.....	2.2	2.4	1.1	1.3	1.5	3.1	3.4	1.5	1.7	
Craftsman, laborer.....	2.3	2.4	1.5	1.6	2.3	3.3	3.8	2.0	2.8	
Farmer.....	2.6	2.7	0.9	3/	3.6	2.7	4.2	1.3	3/	
Unclassified.....	3.3	2.8	1.7	3/	1.6	7.5	1.9	3.3	6/	
Education of family head										
Grammar school.....	2.4	2.7	1.1	1.6	2.7	3.2	3.4	3/	3/	
Some high school.....	2.7	2.5	1.7	1.2	1.8	4.1	4.2	2.1	2.6	
Some college.....	2.5	2.4	1.5	1.3	2.2	2.5	3.3	3.0	1.8	
Age of housewife										
Under 35 years.....	2.5	2.1	1.0	3/	2.3	3.4	3.0	1.4	1.8	
35-44 years.....	2.2	2.6	1.3	1.2	2.5	2.6	5.1	2.6	3.1	
45 years and over.....	2.8	2.6	1.6	1.6	2.3	3.8	3.1	2.4	3/	

1/ Includes purchases of other frozen concentrated juices.

2/ Purchases of this product were not in sufficient amount during October 1955-March 1956 to permit analysis..

3/ Too few purchases reported for analysis.

4/ Insufficient data.

5/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

6/ Information not available.



Table 3.--Frozen and shelf-pack concentrated juices and ades: Average volume of purchases per buying family, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956

Item	Frozen concentrated juices						Frozen single-strength lemon juice	
	Orange		Grape		All frozen concentrates 1/			
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans
United States.....	29.2	28.6	7.5	6.4	31.4	30.5	2.6	2.6
Geographic region								
Northeast.....	36.1	36.1	7.3	6.6	38.8	38.8	1.9	2.1
North Central.....	26.2	25.4	8.1	7.3	28.4	27.1	3/	3.4
South.....	25.6	23.0	9.0	6.2	27.1	23.9	3/	3/
Mountain-Southwest.....	21.5	21.3	4.9	4.3	22.4	23.5	1.5	3/
Pacific.....	25.4	25.8	6.8	5.1	27.9	26.7	3/	1.9
Size of community								
Farm.....	20.1	17.7	6.0	5.8	20.5	18.8	3/	3/
City (population)								
Under 10,000.....	22.2	22.0	7.7	6.4	23.9	23.7	3/	2.1
10,000-99,999.....	24.3	24.1	7.5	6.6	26.0	25.6	1.5	3.2
100,000-499,999.....	27.7	28.4	6.8	5.8	30.7	30.3	3/	2.8
500,000 and over.....	33.9	35.0	7.2	6.8	36.5	37.1	2.3	2.8
Family income								
Upper.....	35.4	33.9	7.7	7.9	37.8	36.5	4.7	2.3
Upper middle.....	29.7	30.7	8.1	5.8	32.2	32.9	3/	3/
Lower middle.....	28.8	24.3	7.3	5.3	30.5	25.2	1.5	4.1
Lower.....	21.3	21.1	6.6	5.3	23.0	22.8	2.3	2.1
Size of family								
1 and 2 members.....	19.8	19.6	6.6	4.7	21.3	21.1	2.3	2.8
3 members.....	31.6	26.7	7.5	5.5	33.5	28.6	1.5	2.6
4 and 5 members.....	37.8	35.6	9.0	6.6	41.4	37.5	3/	2.6
6 and over.....	39.0	37.3	8.1	11.7	40.7	40.1	3/	3/
Presence of children 4/								
No children.....	22.0	20.5	6.8	4.7	23.5	22.2	3.2	2.6
Under 6 years.....	36.1	33.7	9.0	7.0	39.5	35.8	3/	3/
6-12 years.....	37.3	36.7	8.1	7.0	40.3	38.6	3/	3.0
13-20 years.....	38.2	36.9	7.3	8.1	40.1	38.6	1.3	3/
Occupation of family head								
Executive, professional.....	35.4	34.6	8.3	7.0	39.3	37.1	1.7	3.0
Clerical, sales, service.....	29.4	30.9	6.8	6.0	31.8	32.9	3/	1.9
Craftsman, laborer.....	27.5	26.9	6.8	6.2	29.2	28.4	3.2	3/
Farmer.....	22.6	13.2	6.8	6.0	22.8	14.3	3/	3/
Unclassified.....	21.8	20.7	10.2	5.5	23.5	22.4	2.6	2.1
Education of family head								
Grammar school.....	25.6	22.2	6.6	6.0	26.9	23.5	1.7	3/
Some high school.....	29.2	30.7	8.1	6.2	32.0	32.6	3/	2.8
Some college.....	33.1	33.9	7.0	7.3	35.8	36.9	2.8	2.1
Age of housewife								
Under 35 years.....	29.4	26.7	8.3	6.4	33.1	28.8	3/	3/
35-44 years.....	35.6	38.0	7.3	6.8	37.5	39.7	1.9	3.4
45 years and over.....	25.6	24.1	7.0	6.0	27.3	25.8	2.6	2.1

Continued

Table 3.--Frozen and shelf-pack concentrated juices and ades: Average volume of purchases per buying family, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956--Continued

Item	Concentrate for ades								
	Lemonade				Orangeade			Grape	
	Frozen		Shelf-pack		Frozen 2/		Shelf-pack		Shelf-pack
	1955-56 : 6-oz. cans	1953-54 : 6-oz. cans	1955-56 : 6-oz. cans	1953-54 : 6-oz. cans	1953-54 : 6-oz. cans	1955-56 : 6-oz. cans	1953-54 : 6-oz. cans	1955-56 : 6-oz. cans	1953-54 : 6-oz. cans
United States.....	6.4	5.1	2.8	2.6	5.1	9.0	9.2	4.3	4.3
Geographic region									
Northeast.....	4.7	4.9	3.8	3/	6.6	8.1	10.0	3.4	6.0
North Central.....	7.7	4.9	2.3	3.4	4.7	8.5	9.8	3.8	4.3
South.....	6.8	4.7	3/	3/	3.0	3/	6.4	3/	3/
Mountain-Southwest.....	7.0	6.6	4.1	3/	7.5	11.5	9.4	6.2	2.3
Pacific.....	7.3	5.5	1.1	1.5	4.7	10.7	4.5	7.7	4.1
Size of community									
Farm.....	4.1	4.9	2.1	2.3	9.2	9.6	10.0	2.6	3/
City (population)									
Under 10,000.....	6.6	4.5	2.6	2.1	5.5	10.5	8.1	4.1	3.4
10,000-99,999.....	4.3	6.2	3.4	1.7	3.6	7.5	9.8	3/	2.6
100,000-499,999.....	7.3	5.5	1.9	3/	5.5	6.6	9.8	3/	3/
500,000 and over.....	6.4	4.9	3/	3.0	3.8	11.1	9.0	4.5	5.3
Family income									
Upper.....	7.9	5.8	2.8	3.6	6.2	8.1	10.9	4.3	5.1
Upper middle.....	5.3	4.5	3.0	2.3	5.3	10.7	7.0	3.8	2.3
Lower middle.....	5.8	4.7	2.3	1.9	6.0	8.3	8.5	3/	4.9
Lower.....	6.6	5.8	3.0	3/	3.0	9.4	9.6	3.4	3/
Size of family									
1 and 2 members.....	6.0	4.5	3.0	1.9	3.8	8.7	6.8	5.3	3/
3 members.....	6.2	4.9	3/	3.6	3.0	9.0	7.3	3/	3.4
4 and 5 members.....	7.0	6.0	1.9	2.6	7.3	8.3	11.3	3.6	4.7
6 and over.....	10.0	4.7	3/	2.3	5.8	10.9	12.8	6.2	6.6
Presence of children 4/									
No children.....	6.0	4.7	2.8	2.1	3.8	7.9	6.2	3/	3/
Under 6 years.....	7.5	4.3	2.8	2.6	5.3	10.7	9.8	4.3	4.1
6-12 years.....	5.8	5.8	2.6	3.0	6.0	9.8	10.9	5.3	5.3
13-20 years.....	7.3	6.0	3.6	2.8	8.7	9.8	13.0	2.8	6.2
Occupation of family head									
Executive, professional.....	7.5	5.1	3/	1.9	6.2	9.8	11.3	5.5	2.8
Clerical, sales, service.....	5.1	4.7	2.1	2.6	3.0	9.2	5.8	3.0	3.2
Craftsman, laborer.....	5.5	5.1	2.8	3.0	4.7	7.9	9.8	4.1	5.1
Farmer.....	6.8	5.5	2.1	3/	7.9	9.0	9.6	2.3	3/
Unclassified.....	8.7	6.6	3.6	3/	4.7	13.7	5.1	5.8	2/
Education of family head									
Grammar school.....	6.0	5.8	2.3	2.8	5.8	8.5	7.9	3/	3/
Some high school.....	6.2	5.1	3.2	1.9	4.1	9.8	10.2	4.5	4.9
Some college.....	6.8	4.5	2.6	3.0	6.0	8.3	10.0	5.3	3.2
Age of housewife									
Under 35 years.....	7.0	3.8	1.5	3/	4.3	9.0	6.6	3.0	2.8
35-44 years.....	5.3	6.0	2.8	1.9	6.2	7.5	13.9	4.9	6.4
45 years and over.....	6.6	5.3	3.2	2.8	5.1	9.6	7.5	4.7	3/

1/ Includes purchases of other frozen concentrated juices.

2/ Total purchases of this product were not in sufficient quantity for analysis during October 1955-March 1956.

3/ Too few purchases reported for analysis.

4/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

5/ Information not available.

Table 4.--Frozen and shelf-pack concentrated juices and ades: Average price paid by household consumers, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956 <sup>1/</sup>

Item	Frozen concentrated juices				Frozen single-strength lemon juice		Concentrate for ades								
	Orange		Grape				Lemonade			Orangeade			Grape		
							Frozen		Shelf-pack	Frozen 2/		Shelf-pack	Shelf-pack		
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States.....	16.7	16.3	19.8	21.8	15.8	18.8	14.4	17.7	14.1	14.5	17.2	16.6	16.0	16.1	15.6
Geographic region															
Northeast.....	16.6	16.4	19.1	21.5	15.5	17.8	14.8	17.5	12.8	3/	17.5	16.0	16.0	14.8	14.6
North Central.....	16.7	16.2	20.2	22.5	3/	20.9	14.9	18.7	13.7	13.9	17.3	16.7	15.8	16.7	15.3
South.....	16.2	15.9	20.1	22.2	3/	3/	14.9	18.5	3/	3/	18.9	3/	15.9	3/	3/
Mountain-Southwest.....	17.4	16.9	20.6	21.3	17.5	3/	14.5	18.5	15.7	3/	17.9	16.5	16.5	16.9	20.6
Pacific.....	16.7	16.4	19.4	20.1	3/	16.0	13.5	15.7	14.6	15.8	14.3	16.5	16.0	15.7	17.6
Size of community															
Farm.....	17.3	16.8	20.4	23.7	3/	3/	15.6	19.3	15.2	14.9	17.5	16.6	16.3	18.0	3/
City (population)															
Under 10,000.....	17.1	17.1	20.8	22.6	3/	19.6	14.8	18.5	15.7	14.5	17.1	16.8	16.5	16.8	16.1
10,000-99,999.....	16.6	16.8	19.9	22.1	15.4	19.3	15.4	18.9	12.6	14.0	18.2	17.1	15.8	3/	16.4
100,000-499,999.....	16.4	16.1	19.2	21.7	3/	21.9	14.7	17.8	14.4	3/	17.3	16.2	15.4	3/	3/
500,000 and over.....	16.5	16.1	19.5	21.1	15.9	17.6	13.5	16.4	3/	14.0	16.4	15.6	15.6	15.5	15.3
Family income															
Upper.....	16.8	16.5	19.8	22.1	15.5	20.3	14.4	17.7	14.0	14.5	17.3	16.2	15.9	16.0	15.1
Upper middle.....	16.6	16.3	19.9	21.5	3/	3/	14.8	17.5	14.3	14.8	16.8	16.8	16.2	16.4	14.0
Lower middle.....	16.6	16.0	19.7	21.6	16.2	3/	14.2	17.3	13.6	13.4	17.6	16.5	16.4	3/	16.6
Lower.....	16.6	16.2	19.9	21.9	15.8	18.1	13.8	18.1	14.6	3/	17.2	17.0	15.6	16.5	3/
Size of family															
1 and 2 members.....	16.7	16.8	19.6	21.7	16.6	18.3	13.8	18.0	14.3	14.9	17.7	16.5	15.9	15.7	3/
3 members.....	16.9	16.6	20.0	21.0	15.6	19.5	15.0	17.5	3/	13.4	16.3	17.3	14.8	3/	13.9
4 and 5 members.....	16.5	16.1	19.8	22.0	3/	18.8	14.3	17.4	13.8	14.7	17.1	16.6	16.2	16.3	15.8
6 and over.....	16.6	16.1	19.4	22.1	3/	3/	15.0	19.0	3/	15.1	17.5	16.2	16.2	16.9	15.8
Presence of children <sup>4/</sup>															
No children.....	16.8	16.7	19.7	21.7	15.6	18.9	14.1	18.2	14.3	14.5	17.6	16.7	15.8	3/	3/
Under 6 years.....	16.5	16.3	19.7	21.4	3/	3/	14.4	17.5	14.2	14.7	16.7	16.8	15.9	16.1	16.3
6-12 years.....	16.5	16.1	19.8	21.7	3/	18.9	14.7	17.2	13.7	15.2	17.2	16.4	16.4	16.3	16.0
13-20 years.....	16.7	16.2	20.0	22.2	17.5	3/	14.7	18.1	13.2	14.3	17.2	15.9	16.1	16.6	15.4
Occupation of family head															
Executive, professional....	16.6	16.4	19.9	21.9	16.2	19.1	14.1	17.9	3/	16.3	17.5	16.2	16.2	16.0	13.3
Clerical, sales, service....	16.8	16.4	20.0	21.6	3/	18.1	14.9	17.2	14.9	13.6	15.6	16.5	15.5	16.4	15.3
Craftsman, laborer.....	16.5	16.2	19.7	21.6	15.4	3/	14.5	17.3	13.6	14.1	17.0	16.9	15.8	15.7	16.0
Farmer.....	17.1	16.6	20.1	23.6	3/	3/	15.2	19.4	15.0	3/	17.8	16.3	16.3	17.3	3/
Unclassified.....	16.8	16.6	19.0	22.3	16.0	14.8	13.5	18.8	15.5	3/	17.0	16.7	17.1	16.5	3/
Education of family head															
Grammar school.....	16.9	16.2	19.9	22.4	15.7	3/	14.6	18.4	14.5	14.7	17.5	16.7	16.2	3/	3/
Some high school.....	16.6	16.4	19.7	21.5	3/	18.5	14.4	17.2	13.9	13.1	16.4	16.8	15.8	15.9	15.0
Some college.....	16.5	16.3	19.9	21.8	16.0	18.2	14.1	17.6	13.7	15.6	17.5	15.8	15.8	16.0	16.6
Age of housewife															
Under 35 years.....	16.7	16.2	19.7	21.2	3/	3/	13.9	16.8	14.7	3/	16.1	16.5	15.3	15.5	16.1
35-44 years.....	16.5	16.3	19.7	21.6	16.6	19.2	14.6	17.6	13.4	14.7	17.1	16.8	16.2	16.5	15.4
45 years and over.....	16.8	16.4	19.9	22.3	15.3	18.8	14.5	18.0	14.4	14.6	17.5	16.4	15.9	16.0	3/

- <sup>1/</sup> Price per 6-ounce can except for frozen single-strength lemon juice in October 1955-March 1956 for which the price is for 5- to 6-ounce cans.  
<sup>2/</sup> Total purchases of this product were not in sufficient quantity for analysis during October 1955-March 1956.  
<sup>3/</sup> Too few purchases reported for analysis.  
<sup>4/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.  
<sup>5/</sup> Information not available.

Table 5.--Frozen and shelf-pack concentrated juices and ades: Volume of purchases per 1,000 capita, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956 1/

Item	Frozen concentrated juices						Frozen single-strength lemon juice	
	Orange		Grape		All frozen concentrates 2/		1955-56	1953-54
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54		
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
United States.....	200	200	12	11	224	220	4/	4/
Geographic region								
Northeast.....	306	323	15	14	343	355	4/	4/
North Central.....	194	182	14	13	218	202	5/	1
South.....	107	93	7	5	116	101	5/	5/
Mountain-Southwest.....	135	138	9	8	150	155	4/	5/
Pacific.....	218	199	14	8	247	216	5/	4/
Size of community								
Farm.....	60	57	3	3	66	63	5/	5/
City (population)								
Under 10,000.....	128	119	10	9	144	132	5/	4/
10,000-99,999.....	186	182	15	13	209	202	4/	4/
100,000-499,999.....	225	224	16	12	256	250	5/	1
500,000 and over.....	306	323	14	14	339	352	4/	4/
Family income								
Upper.....	280	277	16	16	311	307	1	4/
Upper middle.....	212	219	14	11	241	239	5/	5/
Lower middle.....	173	149	10	7	193	162	4/	5/
Lower.....	127	131	9	7	142	145	4/	4/
Size of family								
1 and 2 members.....	220	227	12	11	246	252	1	1
3 members.....	256	234	14	10	283	256	4/	1
4 and 5 members.....	224	224	16	12	254	245	5/	4/
6 and over.....	96	104	6	8	107	116	5/	5/
Presence of children 6/								
No children.....	217	206	12	9	244	230	1	1
Under 6 years.....	171	178	13	11	195	195	5/	5/
6-12 years.....	179	200	12	11	201	217	5/	4/
13-20 years.....	172	177	8	10	187	192	4/	5/
Occupation of family head								
Executive, professional.....	360	336	19	18	402	368	4/	1
Clerical, sales, service.....	290	252	16	11	323	275	5/	4/
Craftsman, laborer.....	163	167	11	10	184	184	4/	5/
Farmer.....	69	48	5	3	77	53	5/	5/
Unclassified.....	176	127	11	7	196	142	1	1
Education of family head								
Grammar school.....	126	109	7	6	140	120	4/	5/
Some high school.....	230	249	17	13	260	272	5/	4/
Some college.....	345	363	15	18	384	401	1	1
Age of housewife								
Under 35 years.....	177	168	14	10	204	185	5/	5/
35-44 years.....	218	231	12	11	240	251	4/	1
45 years and over.....	202	193	11	10	225	214	1	4/

Continued



Table 5.--Frozen and shelf-pack concentrated juices and ades: Volume of purchases per 1,000 capita, by family characteristics and place of residence, October 1953-March 1954, and October 1954-March 1955 <sup>1/</sup>--Continued

Item	Concentrate for ades									
	Lemonade					Orangeade			Grape	
	Frozen		Shelf-pack		Frozen <sup>3/</sup>	Shelf-pack		Shelf-pack	Shelf-pack	
	1955-56	1953-54	1955-56	1953-54		1955-56	1953-54		1955-56	1953-54
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
United States.....	7	6	1	<u>4/</u>	2	4	5		1	1
Geographic region										
Northeast.....	6	6	1	<u>5/</u>	2	3	3		1	1
North Central.....	6	5	1	<u>1</u>	4	8	8		1	1
South.....	4	3	<u>5/</u>	<u>5/</u>	1	<u>5/</u>	1		<u>5/</u>	<u>5/</u>
Mountain-Southwest.....	11	10	<u>1</u>	<u>5/</u>	5	10	8		1	1
Pacific.....	14	13	<u>4/</u>	<u>4/</u>	2	6	2		2	1
Size of community										
Farm.....	2	2	<u>4/</u>	<u>4/</u>	3	6	5		<u>4/</u>	<u>5/</u>
City (population)										
Under 10,000.....	6	5	<u>4/</u>	<u>4/</u>	4	8	6		1	<u>4/</u>
10,000-99,999.....	6	9	<u>2</u>	<u>4/</u>	2	5	6		<u>5/</u>	<u>4/</u>
100,000-499,999.....	10	8	<u>4/</u>	<u>5/</u>	3	2	3		<u>5/</u>	<u>5/</u>
500,000 and over.....	9	7	<u>5/</u>	<u>1</u>	1	3	4		1	1
Family income										
Upper.....	9	8	<u>4/</u>	<u>1</u>	3	4	5		1	1
Upper middle.....	7	6	<u>1</u>	<u>4/</u>	3	4	3		1	<u>4/</u>
Lower middle.....	4	4	<u>4/</u>	<u>4/</u>	2	5	4		<u>5/</u>	<u>1</u>
Lower.....	6	7	<u>4/</u>	<u>5/</u>	2	4	7		1	<u>5/</u>
Size of family										
1 and 2 members.....	9	9	1	1	3	7	7		2	<u>5/</u>
3 members.....	8	7	<u>5/</u>	<u>1</u>	2	4	3		<u>5/</u>	1
4 and 5 members.....	7	7	<u>4/</u>	<u>4/</u>	3	3	6		1	1
6 and over.....	2	2	<u>5/</u>	<u>4/</u>	1	4	2		<u>4/</u>	1
Presence of children <sup>6/</sup>										
No children.....	9	7	1	1	3	6	5		<u>5/</u>	<u>5/</u>
Under 6 years.....	5	3	<u>4/</u>	<u>4/</u>	2	4	3		1	1
6-12 years.....	4	5	<u>4/</u>	<u>4/</u>	3	3	4		1	1
13-20 years.....	6	6	<u>4/</u>	<u>4/</u>	3	5	5		<u>4/</u>	1
Occupation of family head										
Executive, professional.....	10	9	<u>5/</u>	<u>4/</u>	4	4	5		2	1
Clerical, sales, service.....	9	6	<u>4/</u>	<u>4/</u>	1	4	2		1	<u>4/</u>
Craftsman, laborer.....	5	5	<u>1</u>	<u>1</u>	2	4	6		<u>4/</u>	<u>1</u>
Farmer.....	2	2	<u>4/</u>	<u>5/</u>	4	6	5		<u>4/</u>	<u>5/</u>
Unclassified.....	12	10	<u>1</u>	<u>5/</u>	2	8	2		1	<u>7/</u>
Education of family head										
Grammar school.....	4	4	<u>4/</u>	<u>4/</u>	2	4	4		<u>5/</u>	<u>5/</u>
Some high school.....	8	7	<u>1</u>	<u>4/</u>	2	5	5		1	1
Some college.....	11	10	<u>4/</u>	<u>1</u>	4	5	6		2	1
Age of housewife										
Under 35 years.....	6	4	<u>4/</u>	<u>5/</u>	2	3	2		<u>4/</u>	<u>4/</u>
35-44 years.....	5	6	<u>4/</u>	<u>4/</u>	2	4	6		1	1
45 years and over.....	8	7	<u>1</u>	<u>1</u>	3	6	5		1	<u>5/</u>

<sup>1/</sup> These figures represent the average volume of purchases per 1,000 capita, based upon all families, including those that did not make any purchases during the 6-month period.

<sup>2/</sup> Includes purchases of other frozen concentrated juices.

<sup>3/</sup> Total purchases of this product were not in sufficient quantity for analysis during October 1955-March 1956.

<sup>4/</sup> One-half gallon or less.

<sup>5/</sup> Too few purchases reported for analysis.

<sup>6/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

<sup>7/</sup> Information not available.

Table 6.--Canned single-strength juices and ades: Percentage of all families buying, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956

Item	Orange		Grapefruit		Orange-grapefruit blend		Tangerine		Lemon	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States.....	28.2	32.7	24.4	26.9	10.8	12.5	2.0	3.4	6.6	10.7
Geographic region										
Northeast.....	24.8	24.6	23.8	24.4	14.7	16.0	2.9	4.6	7.1	11.9
North Central.....	27.8	33.2	22.1	23.9	11.8	13.6	2.6	4.1	8.1	13.1
South.....	36.6	42.2	23.6	26.2	6.5	7.4	1.4	2.3	3.1	5.0
Mountain-Southwest.....	27.3	34.3	27.8	31.2	6.7	9.9	1.3	3.1	3.4	8.7
Pacific.....	22.3	30.7	28.9	37.1	11.8	14.0	2/	1.8	10.7	14.6
Size of community										
Farm.....	34.3	40.5	21.7	23.6	8.0	7.4	1.7	2.6	3.3	6.9
City (population)										
Under 10,000.....	32.8	38.7	23.1	26.0	9.5	11.5	2.4	3.0	6.0	8.0
10,000-99,999.....	27.9	32.7	27.5	27.8	11.6	14.2	3.3	4.7	6.7	12.6
100,000-499,999.....	26.4	29.8	23.3	27.3	11.4	13.8	1.7	4.1	6.5	10.0
500,000 and over.....	22.5	25.3	25.8	29.0	12.7	14.8	1.2	3.4	9.0	14.6
Family income										
Upper.....	24.9	32.8	23.7	29.3	11.7	14.5	1.4	3.3	7.6	11.6
Upper middle.....	25.9	31.1	20.6	24.1	10.8	12.8	2.3	3.1	6.1	9.9
Lower middle.....	30.0	32.5	24.4	25.4	10.7	11.3	2.7	4.0	7.1	10.5
Lower.....	31.8	34.2	28.4	28.6	10.1	11.2	1.4	3.4	5.7	10.7
Size of family										
1 and 2 members.....	25.6	30.2	26.4	29.0	11.4	12.9	1.4	3.2	7.3	11.4
3 members.....	27.8	31.3	23.5	26.3	10.8	12.4	1.3	2.6	7.2	11.8
4 and 5 members.....	29.0	33.8	22.2	25.8	10.9	12.7	3.0	3.7	5.9	9.9
6 and over.....	34.3	39.2	25.7	25.4	9.3	11.0	2.2	4.4	5.1	9.1
Presence of children 3/										
No children.....	26.6	31.2	26.7	29.6	11.9	13.3	1.4	3.2	6.9	11.0
Under 6 years.....	29.5	34.2	20.7	21.4	9.2	10.6	1.9	3.1	6.1	9.8
6-12 years.....	30.4	33.8	22.9	23.7	11.5	10.9	2.7	3.7	6.4	10.1
13-20 years.....	31.7	35.4	25.2	27.4	9.9	13.1	2.8	3.9	6.0	9.6
Occupation of family head										
Executive, professional....	21.0	28.6	23.9	27.9	11.3	14.4	2.9	4.1	10.1	13.0
Clerical, sales, service....	25.2	27.1	23.5	26.6	13.2	13.3	1.0	3.8	8.0	11.2
Craftsman, laborer.....	30.1	34.9	24.0	26.3	10.5	12.7	2.5	3.2	5.7	10.1
Farmer.....	30.6	38.7	21.2	25.6	8.3	7.1	2/	1.9	3.4	7.7
Unclassified.....	30.5	32.5	29.7	30.0	11.4	12.9	1.3	4.5	7.2	11.5
Education of family head										
Grammar school.....	33.6	35.9	25.6	27.8	10.3	12.1	1.9	3.4	4.9	9.8
Some high school.....	24.5	31.6	23.3	24.8	11.9	12.1	2.2	3.9	6.9	10.7
Some college.....	20.3	26.2	23.0	28.9	10.1	14.4	1.8	2.5	10.9	13.1
Age of housewife										
Under 35 years.....	28.2	34.5	18.6	20.9	9.3	10.2	2.4	1.6	6.0	9.4
35-44 years.....	28.2	30.8	21.7	24.4	10.6	12.6	2.0	4.4	6.6	10.3
45 years and over.....	28.1	33.1	27.9	30.2	11.6	13.2	1.8	3.5	6.8	11.4

Continued

Table 6.--Canned single-strength juices and ades: Percentage of all families buying, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956--Continued

Item	Grape		Pineapple		Prune		Tomato		All canned juices 1/		Single-strength orangeade	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States.....	14.5	15.5	38.0	37.4	18.8	18.0	41.8	47.1	80.8	83.1	9.3	8.9
Geographic region												
Northeast.....	14.6	14.5	47.0	46.2	29.0	25.2	49.6	52.4	86.5	87.2	5.7	4.9
North Central.....	14.0	13.9	33.4	30.8	14.7	13.2	37.9	41.3	78.4	80.7	12.1	10.8
South.....	13.6	14.3	31.9	30.0	14.4	12.2	27.4	38.1	72.6	75.9	9.6	10.5
Mountain-Southwest.....	17.3	18.5	36.9	38.3	15.5	19.7	49.5	54.5	82.7	84.3	12.1	13.1
Pacific.....	14.4	20.6	42.4	45.7	18.2	22.4	52.8	58.3	87.2	91.4	6.8	7.0
Size of community												
Farm.....	9.0	9.5	27.5	25.8	9.6	7.5	24.0	26.9	68.0	70.6	11.8	11.7
City (population)												
Under 10,000.....	12.7	13.1	31.3	32.3	16.2	14.1	35.4	42.9	78.6	80.3	11.0	10.9
10,000-99,999.....	14.3	15.2	42.4	35.0	17.7	19.9	47.7	50.0	82.7	85.4	9.4	8.3
100,000-499,999.....	17.6	20.3	36.6	40.2	18.5	19.0	43.1	53.8	83.0	85.9	9.4	9.7
500,000 and over.....	17.0	18.1	47.8	47.4	26.7	25.8	53.0	57.2	87.4	90.0	6.5	5.7
Family income												
Upper.....	14.4	17.7	42.1	42.1	20.4	22.8	50.1	53.5	85.7	88.7	7.1	8.5
Upper middle.....	16.6	17.5	35.5	36.0	19.1	18.0	42.5	50.5	81.1	83.7	10.0	9.4
Lower middle.....	14.8	15.7	40.4	38.4	18.7	15.5	40.6	44.4	79.9	80.2	11.6	8.8
Lower.....	12.2	10.7	34.3	32.5	17.0	15.2	34.3	39.1	76.6	78.9	8.6	9.2
Size of family												
1 and 2 members.....	12.9	11.9	34.4	32.4	19.4	18.0	38.3	43.2	80.1	82.3	6.9	6.6
3 members.....	15.8	15.7	37.9	40.0	18.8	18.2	42.2	49.7	80.4	84.0	7.5	8.6
4 and 5 members.....	16.2	19.6	41.6	41.7	19.9	18.3	46.2	50.6	83.1	85.4	11.6	10.7
6 and over.....	12.0	13.3	39.5	34.7	14.0	17.2	39.7	43.4	77.2	76.9	13.7	11.4
Presence of children 3/												
No children.....	13.0	12.3	35.8	35.2	20.3	18.5	38.3	43.3	80.1	82.8	6.9	7.1
Under 6 years.....	16.6	19.1	41.2	39.1	18.3	19.7	46.9	49.0	81.4	83.0	10.7	9.5
6-12 years.....	15.4	17.7	39.7	39.8	16.9	17.2	42.4	48.7	81.0	82.3	12.8	11.4
13-20 years.....	13.6	15.3	39.5	36.5	14.9	15.5	43.3	49.3	80.5	82.5	13.6	10.8
Occupation of family head												
Executive, professional....	18.5	19.5	43.6	40.3	19.9	21.1	56.4	58.3	88.1	90.3	5.5	8.6
Clerical, sales, service....	16.8	17.8	39.2	42.4	21.2	19.1	51.6	54.1	84.9	86.7	7.5	5.2
Craftsman, laborer.....	15.0	15.1	39.5	38.1	20.8	19.2	42.6	46.4	81.9	82.1	10.5	9.7
Farmer.....	9.2	8.5	26.4	23.9	8.6	6.4	22.7	25.6	65.8	70.1	13.1	11.6
Unclassified.....	10.7	13.2	36.8	37.0	18.1	19.0	31.2	40.9	78.9	82.4	7.8	8.7
Education of family head												
Grammar school.....	11.9	12.6	35.5	33.7	17.0	15.8	34.4	39.0	77.0	78.3	11.1	10.5
Some high school.....	16.3	17.1	38.9	40.3	20.4	19.9	46.2	53.9	82.8	85.8	8.3	7.7
Some college.....	18.0	20.0	43.4	41.5	20.1	20.5	53.9	55.4	87.5	90.4	6.2	7.2
Age of housewife												
Under 35 years.....	16.2	15.6	35.9	38.7	17.5	16.3	44.6	51.9	80.5	82.7	9.3	10.2
35-44 years.....	15.2	18.3	42.7	40.0	19.5	20.8	42.9	48.4	80.8	83.3	12.2	9.3
45 years and over.....	13.4	13.9	36.7	35.6	19.0	17.1	40.1	44.8	80.9	83.1	8.0	8.3

1/ Includes purchases of other canned juices.

2/ Too few purchases reported for analysis.

3/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 7.--Canned single-strength juices and ades: Average number of purchases per buying family, by family characteristics and place of residence, October 1953-March 1954, and October 1955-March 1956

Item	Orange		Grapefruit		Orange-grapefruit blend		Tangerine		Lemon	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
United States.....	3.9	4.2	3.6	3.5	2.5	2.8	1.7	1.8	2.2	2.1
Geographic region										
Northeast.....	3.9	4.4	3.5	3.6	2.7	2.8	1.4	2.0	2.2	2.2
North Central.....	3.4	3.9	3.5	3.4	2.7	2.7	1.7	1.8	2.0	2.1
South.....	4.5	4.5	3.8	3.7	2.0	2.9	2.3	1.3	2.4	2.1
Mountain-Southwest.....	3.5	3.8	3.8	3.2	2.5	2.0	2.1	1.5	2.5	1.4
Pacific.....	4.3	3.9	3.7	3.6	2.0	3.2	2/	1.3	2.1	2.3
Size of community										
Farm.....	3.6	4.0	3.0	3.3	2.2	2.5	1.4	1.2	1.2	1.6
City (population)										
Under 10,000.....	4.4	4.1	3.7	3.3	2.3	2.4	1.2	1.6	1.7	2.2
10,000-99,999.....	3.5	4.9	3.5	3.9	2.2	2.6	2.0	1.5	2.7	2.0
100,000-499,999.....	4.1	4.5	3.7	3.3	2.1	3.2	1.8	1.6	1.9	1.6
500,000 and over.....	3.9	3.8	3.7	3.8	3.0	3.0	2.4	2.4	2.3	2.4
Family income										
Upper.....	3.8	3.8	3.5	3.7	2.2	2.8	1.8	2.1	2.1	2.0
Upper middle.....	3.4	3.9	3.8	3.2	2.8	2.7	1.7	1.4	2.2	2.3
Lower middle.....	3.9	4.8	3.4	3.6	2.5	2.9	2.3	1.7	2.2	1.7
Lower.....	4.2	4.3	3.7	3.6	2.7	2.8	1.1	1.8	2.2	2.4
Size of family										
1 and 2 members.....	3.5	4.1	3.7	3.7	2.5	2.7	1.6	1.1	2.0	2.3
3 members.....	4.2	3.7	3.2	3.7	2.5	3.1	2.3	1.6	2.8	2.3
4 and 5 members.....	3.9	4.3	3.6	3.2	2.5	2.8	1.7	2.0	1.8	1.8
6 and over.....	5.2	4.9	3.5	3.7	3.2	2.6	2.6	2.8	1.9	1.5
Presence of children 3/										
No children.....	3.7	4.2	3.8	3.8	2.5	2.9	1.6	1.2	2.3	2.3
Under 6 years.....	4.8	4.3	3.4	3.1	2.3	2.5	1.7	2.6	1.8	1.5
6-12 years.....	4.1	4.3	3.2	3.3	2.7	2.6	1.7	2.1	1.7	1.7
13-20 years.....	4.0	4.1	3.5	3.4	2.4	2.4	2.3	1.9	2.2	2.1
Occupation of family head										
Executive, professional....	3.8	3.6	3.5	3.7	2.3	3.0	1.9	2.8	1.5	2.2
Clerical, sales, service....	3.2	4.6	3.2	3.4	2.5	3.5	1.1	1.5	2.5	2.2
Craftsman, laborer.....	3.9	4.5	3.8	3.5	2.7	2.5	1.8	1.5	2.2	2.0
Farmer.....	4.1	3.7	3.0	3.2	1.6	2.1	2/	1.2	1.2	1.5
Unclassified.....	4.4	3.8	3.7	3.6	2.9	3.1	1.1	1.1	2.7	2.6
Education of family head										
Grammar school.....	3.8	4.2	3.9	3.7	2.5	2.6	1.6	1.3	2.3	2.1
Some high school.....	4.2	4.2	3.3	3.4	2.6	2.7	1.8	2.1	2.3	1.9
Some college.....	3.7	3.9	3.4	3.3	2.4	3.4	1.9	2.4	1.8	2.4
Age of housewife										
Under 35 years.....	4.3	4.1	2.9	2.8	2.2	2.5	1.4	1.7	1.3	1.7
35-44 years.....	3.8	4.1	3.1	3.5	2.9	2.6	1.8	2.1	2.4	1.8
45 years and over.....	3.8	4.2	3.9	3.7	2.5	2.9	1.9	1.5	2.4	2.3

Continued



Table 7.--Canned single-strength juices and ades: Average number of purchases per buying family, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956--Continued

Item	Grape		Pineapple		Prune		Tomato		All canned juices 1/		Single-strength orangeade	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
United States.....	2.7	2.5	3.6	3.8	5.1	4.5	4.4	4.8	10.1	11.0	3.5	3.7
Geographic region												
Northeast.....	3.1	2.6	4.5	4.8	6.0	5.6	5.2	5.9	13.1	13.9	3.1	4.7
North Central.....	2.7	2.3	2.8	3.1	4.5	4.2	3.9	4.3	8.6	9.1	2.8	3.4
South.....	2.6	2.2	3.5	3.4	4.6	3.2	4.8	4.3	9.1	9.4	4.7	3.9
Mountain-Southwest.....	2.5	2.6	3.6	3.8	4.4	4.8	3.8	4.5	9.1	10.8	3.8	3.5
Pacific.....	2.6	3.0	3.2	3.3	3.2	2.9	3.9	4.2	9.4	11.1	4.6	2.8
Size of community												
Farm.....	2.3	2.3	2.9	2.8	3.1	2.8	3.6	3.9	6.8	7.4	3.2	3.9
City (population)												
Under 10,000.....	2.7	2.1	2.9	3.2	3.8	4.3	4.2	4.2	8.4	9.2	3.6	3.3
10,000-99,999.....	2.2	2.3	2.9	3.6	4.0	4.2	3.7	4.5	8.8	10.9	3.2	3.2
100,000-499,999.....	2.3	2.9	3.8	3.9	5.3	4.4	4.1	4.5	9.6	11.3	5.1	3.6
500,000 and over.....	3.1	2.6	4.3	4.5	5.7	4.9	4.9	5.7	13.0	13.7	2.9	4.4
Family income												
Upper.....	3.2	2.6	3.6	3.7	5.6	4.2	5.0	5.0	11.3	11.9	3.8	3.8
Upper middle.....	2.4	2.2	3.7	3.8	4.6	4.5	4.5	4.9	9.7	10.7	3.7	3.5
Lower middle.....	2.8	2.5	3.7	4.1	5.6	4.4	3.9	4.8	10.1	11.0	3.1	5.1
Lower.....	2.5	2.8	3.6	3.7	4.5	5.0	4.2	4.4	9.5	10.1	3.5	2.5
Size of family												
1 and 2 members.....	2.6	2.7	3.4	3.3	5.3	4.6	4.2	4.2	9.4	9.8	2.5	2.7
3 members.....	2.6	2.3	3.6	3.2	5.8	4.6	4.5	4.7	10.7	10.7	4.0	4.0
4 and 5 members.....	3.1	2.5	4.1	4.4	4.3	4.6	4.7	5.2	10.7	12.0	3.8	3.8
6 and over.....	2.4	2.4	4.2	4.5	4.8	3.4	5.3	5.4	11.7	12.2	5.5	4.7
Presence of children 3/												
No children.....	2.6	2.6	3.5	3.3	5.3	4.8	4.5	4.5	9.9	10.3	2.6	3.3
Under 6 years.....	2.7	2.5	3.9	4.2	3.9	3.8	3.9	4.6	10.3	11.2	4.3	4.4
6-12 years.....	2.7	2.6	3.9	4.3	4.5	4.1	4.6	5.0	10.4	11.5	4.1	4.2
13-20 years.....	3.2	2.5	3.9	4.2	5.8	4.4	5.1	5.4	11.0	11.5	4.0	4.0
Occupation of family head												
Executive, professional....	2.6	2.5	3.4	3.8	6.0	4.1	4.3	4.8	10.9	11.7	4.2	3.2
Clerical, sales, service....	2.5	2.2	3.6	4.0	5.1	4.1	4.5	4.9	10.4	11.5	2.6	4.7
Craftsman, laborer.....	2.6	2.5	3.8	4.1	5.2	4.9	4.4	5.1	10.4	11.6	4.0	4.1
Farmer.....	2.3	2.3	2.9	2.4	3.1	2.9	3.5	3.7	6.8	6.9	2.9	3.5
Unclassified.....	3.5	3.3	3.8	3.4	3.8	4.5	4.7	4.1	9.9	9.9	2.7	1.9
Education of family head												
Grammar school.....	2.5	2.5	3.5	3.6	5.1	4.5	4.5	5.2	9.8	10.7	3.6	3.7
Some high school.....	2.8	2.6	3.9	4.1	5.1	4.6	4.5	4.3	10.5	10.9	3.3	4.0
Some college.....	2.8	2.5	3.4	3.8	4.9	4.1	4.0	5.1	10.2	11.8	3.5	2.9
Age of housewife												
Under 35 years.....	2.4	2.1	4.0	3.9	4.0	3.1	3.9	4.2	9.3	10.0	4.0	4.3
35-44 years.....	2.8	2.5	3.7	4.5	5.5	4.8	4.7	5.0	10.8	11.7	3.7	4.0
45 years and over.....	2.7	2.6	3.4	3.4	5.3	4.7	4.5	4.9	10.2	10.9	3.2	3.3

1/ Includes purchases of other canned juices.

2/ Too few purchases reported for analysis.

3/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 8.--Canned single-strength juices and ades: Average volume of purchases per buying family, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956

Item	Orange		Grapefruit		Orange-grapefruit blend		Tangerine		Lemon	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/
United States.....	4.7	5.2	5.1	4.9	3.1	3.4	2.1	2.2	5.5	5.5
Geographic region										
Northeast.....	4.7	5.5	4.9	4.9	3.2	3.5	1.6	2.3	6.3	5.5
North Central.....	4.1	5.3	5.3	5.1	3.4	3.6	2.2	2.1	6.3	6.3
South.....	5.4	5.4	5.4	4.7	2.6	3.9	3.3	2.4	6.3	4.7
Mountain-Southwest.....	4.1	4.8	5.1	4.2	2.9	2.6	2.0	1.5	4.7	2.4
Pacific.....	4.8	4.6	5.1	5.4	2.1	3.1	3/	1.2	4.7	4.7
Size of community										
Farm.....	4.4	5.4	4.5	4.8	2.8	3.0	1.5	1.6	3.1	4.7
City (population)										
Under 10,000.....	5.4	5.1	5.2	4.4	2.6	3.0	1.2	1.5	3.9	5.5
10,000-99,999.....	4.1	5.7	5.2	5.4	2.6	3.2	2.1	1.7	6.3	5.5
100,000-499,999.....	5.3	6.1	5.6	5.0	2.8	4.5	2.4	2.3	4.7	3.9
500,000 and over.....	4.3	4.5	4.9	5.0	3.5	3.3	3.7	2.8	6.3	6.3
Family income										
Upper.....	4.9	4.8	4.8	5.1	2.8	3.5	2.0	2.9	6.3	6.3
Upper middle.....	4.0	5.1	5.4	4.4	3.5	3.1	1.9	1.4	6.3	5.5
Lower middle.....	4.9	6.1	5.1	4.8	2.9	4.0	3.2	1.8	5.5	4.7
Lower.....	4.7	5.0	5.2	5.1	3.1	3.1	1.1	2.4	4.7	5.5
Size of family										
1 and 2 members.....	3.9	4.6	5.3	4.8	2.8	3.4	1.6	0.9	5.5	5.5
3 members.....	4.8	4.6	4.7	5.4	2.9	3.4	2.9	1.7	7.1	6.3
4 and 5 members.....	4.5	5.4	4.9	4.4	3.2	3.5	2.0	2.4	4.7	4.7
6 and over.....	7.3	7.0	5.4	5.6	3.9	3.7	3.9	4.9	6.3	4.7
Presence of children 4/										
No children.....	4.2	4.9	5.4	5.3	2.9	3.7	1.6	1.1	5.5	6.3
Under 6 years.....	5.8	5.4	4.7	4.2	3.0	3.2	2.2	3.3	4.7	3.9
6-12 years.....	5.2	5.8	4.3	4.6	3.3	3.1	2.2	3.1	4.7	4.7
13-20 years.....	5.3	5.7	5.3	4.8	2.9	3.1	2.8	2.4	6.3	6.3
Occupation of family head										
Executive, professional....	4.6	4.3	5.0	5.0	3.0	3.9	2.1	3.7	3.9	6.3
Clerical, sales, service....	3.9	6.2	4.6	4.5	2.7	3.7	1.1	2.3	7.1	6.3
Craftsman, laborer.....	4.7	5.4	5.4	4.8	3.1	3.0	2.4	1.5	6.3	4.7
Farmer.....	5.3	5.4	4.4	4.7	2.0	2.4	3/	2.2	2.4	3.1
Unclassified.....	4.9	4.7	5.1	5.8	3.6	4.3	0.9	.9	6.3	7.1
Education of family head										
Grammar school.....	4.6	5.4	5.6	5.3	3.0	3.1	2.0	1.3	6.3	5.5
Some high school.....	5.2	5.2	4.5	4.8	3.0	3.1	2.3	2.8	5.5	5.5
Some college.....	3.9	5.0	4.7	3.9	3.2	4.5	2.1	3.0	4.7	5.5
Age of housewife										
Under 35 years.....	4.7	4.9	3.8	3.2	2.4	2.3	1.9	1.3	3.1	3.9
35-44 years.....	4.7	5.1	4.5	4.6	3.8	3.5	2.4	2.8	6.3	4.7
45 years and over.....	4.7	5.4	5.7	5.4	2.9	3.7	2.2	1.9	6.3	6.3

Continued

Table 8.--Canned single-strength juices and ades: Average volume of purchases per buying family, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956--Continued

Item	Grape		Pineapple		Prune		Tomato		All canned juices 1/		Single-strength orangeade	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/
United States.....	3.2	3.1	4.6	4.4	6.1	5.1	5.2	5.5	11.1	11.7	4.9	5.0
Geographic region												
Northeast.....	3.2	2.7	5.5	5.1	7.3	6.5	5.4	6.2	13.6	13.7	4.0	6.1
North Central.....	3.1	2.9	3.4	3.8	5.1	4.7	4.8	5.4	9.5	10.4	4.1	4.8
South.....	2.9	2.3	4.0	3.7	5.3	3.2	5.4	4.6	10.0	10.0	6.2	5.0
Mountain-Southwest.....	3.4	3.4	4.6	5.1	5.7	5.1	4.2	4.8	10.1	11.7	5.4	4.8
Pacific.....	3.8	5.2	4.8	3.9	3.8	3.9	5.4	6.0	11.0	12.7	6.6	4.0
Size of community												
Farm.....	3.2	4.0	3.8	3.6	3.6	3.0	4.5	5.1	8.3	9.0	4.7	5.9
City (population)												
Under 10,000.....	3.2	2.3	3.5	3.6	4.6	4.9	4.7	4.7	9.2	10.0	5.3	4.2
10,000-99,999.....	2.5	2.5	3.7	3.9	4.7	4.7	4.6	4.9	10.1	11.4	4.1	3.9
100,000-499,999.....	2.7	3.6	5.0	4.9	6.1	4.7	4.9	5.4	11.0	12.8	6.9	4.7
500,000 and over.....	3.6	3.2	5.1	4.9	6.9	5.8	5.4	6.2	13.3	13.3	3.8	6.1
Family income												
Upper.....	3.8	3.2	4.5	4.5	7.4	4.9	6.0	6.3	12.4	13.3	5.1	5.3
Upper middle.....	2.5	2.5	4.7	4.0	5.3	5.3	5.3	5.4	10.5	11.1	5.2	5.4
Lower middle.....	3.4	2.9	4.6	4.7	6.5	4.7	4.5	5.2	11.3	11.6	4.4	6.1
Lower.....	3.1	4.0	4.4	4.2	5.3	5.8	4.7	4.9	10.4	10.7	5.0	3.2
Size of family												
1 and 2 members.....	3.2	3.4	4.0	3.7	6.2	5.1	4.5	4.4	9.7	9.9	3.0	3.2
3 members.....	2.9	2.9	4.5	3.6	6.5	5.5	5.2	5.2	11.3	11.3	5.5	6.0
4 and 5 members.....	3.6	2.9	5.0	5.1	5.3	5.1	5.3	6.0	11.6	12.7	5.3	5.0
6 and over.....	3.4	3.6	6.0	6.0	6.3	4.5	7.5	8.1	15.4	16.3	8.3	7.0
Presence of children 4/												
No children.....	3.2	3.4	4.3	3.7	6.3	5.5	4.9	5.0	10.5	10.8	3.2	4.0
Under 6 years.....	3.1	3.1	4.9	4.6	4.7	3.9	4.7	5.3	11.6	11.6	6.1	6.0
6-12 years.....	3.2	3.2	5.1	5.2	5.4	5.3	5.6	5.9	11.9	13.0	5.9	6.1
13-20 years.....	3.8	2.9	5.2	5.2	6.8	5.3	6.6	7.0	13.1	13.5	5.7	5.3
Occupation of family head												
Executive, professional....	3.1	2.9	4.6	4.3	7.2	4.6	5.1	5.7	11.8	12.3	6.3	4.4
Clerical, sales, service....	2.9	2.2	4.0	4.3	6.1	4.7	4.9	5.0	10.7	11.4	3.4	5.5
Craftsman, laborer.....	2.9	2.9	4.7	4.6	6.2	5.5	5.3	5.7	11.4	12.1	5.5	5.5
Farmer.....	3.8	4.3	3.9	3.4	3.8	3.5	4.6	5.2	8.5	9.2	4.3	5.3
Unclassified.....	4.9	5.9	4.8	4.0	4.5	5.8	5.0	4.8	10.8	11.2	3.7	2.3
Education of family head												
Grammar school.....	2.7	3.1	4.4	4.3	5.8	5.4	5.4	6.2	11.0	12.0	5.0	5.0
Some high school.....	3.4	3.2	4.6	4.6	6.5	5.3	5.2	4.7	11.3	11.3	4.8	5.7
Some college.....	3.4	2.9	4.6	4.1	5.7	4.6	4.7	5.8	11.1	12.0	5.1	3.6
Age of housewife												
Under 35 years.....	2.9	2.2	4.7	4.1	4.7	3.6	4.2	4.2	9.6	9.8	5.3	5.5
35-44 years.....	3.1	3.1	4.9	5.3	6.8	5.4	5.8	5.8	12.2	12.5	5.6	6.0
45 years and over.....	3.4	3.6	4.3	3.9	6.2	5.5	5.3	5.8	11.3	12.1	4.2	4.1

1/ Includes purchases of other canned juices.

2/ The figures for average volume are equivalent number of 46-ounce cans, except lemon juice figures are equivalent 5½-ounce cans, grape juice figures are equivalent 24-ounce bottles, and prune juice figures are equivalent 32-ounce bottles.

3/ Too few purchases reported for analysis.

4/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 9.--Canned single-strength juices and ades: Average price paid per can by household consumers, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956 <sup>1/</sup>

Item	Orange		Grapefruit		Orange-grapefruit blend		Tangerine		Lemon	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States.....	32.9	31.9	25.1	25.8	29.9	29.2	26.5	25.6	12.3	13.0
Geographic region										
Northeast.....	31.8	31.4	24.2	25.3	28.5	27.5	25.9	25.9	12.4	12.6
North Central.....	32.9	31.1	24.9	24.9	29.8	29.2	26.8	26.6	13.2	13.5
South.....	31.6	30.2	23.9	24.7	27.9	28.1	24.8	21.5	14.6	14.5
Mountain-Southwest.....	34.9	34.9	26.4	27.3	33.6	33.4	30.8	28.1	14.6	15.9
Pacific.....	36.3	36.9	26.6	27.9	33.6	33.6	2/	31.8	11.5	12.8
Size of community										
Farm.....	33.0	32.3	25.4	26.9	30.6	30.4	28.0	27.6	13.1	12.1
City (population)										
Under 10,000.....	33.3	33.3	25.7	26.5	31.1	31.0	27.4	29.0	12.8	12.9
10,000-99,999.....	32.6	31.2	25.3	26.2	30.0	28.9	27.4	24.8	14.1	14.8
100,000-499,999.....	31.8	30.8	24.7	24.7	30.0	29.6	24.7	23.8	11.7	14.1
500,000 and over.....	33.6	31.4	24.6	25.3	28.8	27.8	25.7	25.5	10.5	12.6
Family income										
Upper.....	32.9	31.9	25.2	26.0	29.9	29.3	27.3	23.7	14.2	13.3
Upper middle.....	32.6	31.3	24.7	25.2	29.7	28.8	27.4	27.4	10.7	13.3
Lower middle.....	32.5	31.4	25.0	26.0	30.2	29.3	25.7	27.0	11.4	12.8
Lower.....	33.5	33.0	25.4	25.7	30.0	29.5	26.9	26.1	12.8	12.9
Size of family										
1 and 2 members.....	33.9	32.7	25.2	26.3	30.2	29.7	28.9	26.8	11.9	13.1
3 members.....	32.6	31.5	25.0	25.4	30.0	29.2	25.4	27.9	11.8	13.1
4 and 5 members.....	33.0	31.6	25.2	25.6	29.3	28.9	26.9	26.2	13.3	12.6
6 and over.....	32.0	31.8	24.7	25.5	30.7	29.0	25.3	23.9	13.7	13.5
Presence of children <sup>3/</sup>										
No children.....	33.4	32.5	25.2	25.9	30.2	29.5	28.3	26.8	12.1	13.1
Under 6 years.....	32.7	31.9	24.8	26.0	29.6	28.4	26.8	26.3	12.5	13.4
6-12 years.....	32.5	31.6	24.7	25.3	29.7	28.6	26.1	24.9	12.5	13.1
13-20 years.....	32.5	31.8	25.2	26.1	30.5	29.5	26.6	26.7	12.3	12.5
Occupation of family head										
Executive, professional.....	32.7	33.1	24.7	26.2	29.1	29.5	27.5	25.4	13.0	12.3
Clerical, sales, service....	33.5	31.4	25.3	24.9	30.4	28.5	27.4	21.4	12.8	14.0
Craftsman, laborer.....	32.3	31.6	24.9	25.7	29.9	29.7	25.8	27.9	11.3	12.9
Farmer.....	33.7	31.6	25.8	26.9	30.8	30.7	2/	27.5	13.3	13.1
Unclassified.....	33.8	33.2	25.4	25.2	30.1	27.7	29.1	28.3	13.0	13.3
Education of family head										
Grammar school.....	32.6	32.0	25.2	25.7	30.1	29.1	26.7	27.7	12.3	13.0
Some high school.....	33.0	31.5	25.1	25.8	30.2	29.0	26.1	24.4	11.9	12.9
Some college.....	33.8	32.4	24.8	26.0	29.1	29.6	27.2	25.7	13.5	13.3
Age of housewife										
Under 35 years.....	32.7	32.1	25.4	25.9	29.8	29.6	25.6	26.0	11.3	13.6
35-44 years.....	32.2	31.7	24.2	25.6	29.3	28.0	25.5	26.2	13.0	13.4
45 years and over.....	33.3	32.0	25.3	25.8	30.3	29.8	27.6	25.1	12.3	12.9

Continued



Table 9.--Canned single-strength juices and ades: Average price paid per can by household consumers, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956 1/--Continued

Item	Grape		Pineapple		Prune		Tomato		Single-strength orangeade	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States.....	34.6	35.1	27.2	31.5	32.4	33.1	27.2	26.3	27.8	28.5
Geographic region										
Northeast.....	33.9	36.1	26.6	30.4	30.6	31.5	28.4	27.1	28.2	28.2
North Central.....	34.3	35.0	29.3	33.9	34.2	35.2	27.9	26.3	28.2	28.8
South.....	34.3	37.9	28.7	32.6	33.7	35.4	28.7	28.2	28.0	28.0
Mountain-Southwest.....	36.4	35.3	28.7	31.9	34.7	36.2	28.7	26.8	26.8	29.4
Pacific.....	34.5	33.1	24.1	28.5	32.3	32.0	23.5	23.5	27.5	27.7
Size of community										
Farm.....	35.2	36.1	30.2	33.4	34.9	35.3	28.8	27.6	27.8	28.6
City (population)										
Under 10,000.....	36.8	37.3	29.4	33.3	33.9	35.4	28.4	27.5	28.4	29.4
10,000-99,999.....	35.8	36.4	27.0	32.2	32.9	34.3	27.2	27.2	27.5	27.8
100,000-499,999.....	33.2	35.4	26.7	30.8	33.1	33.0	27.1	26.0	27.3	28.3
500,000 and over.....	33.5	33.6	25.7	30.4	31.0	32.0	26.0	25.4	27.4	27.8
Family income										
Upper.....	35.2	35.3	27.2	31.1	32.4	33.5	27.1	26.1	28.1	28.4
Upper middle.....	34.2	35.1	27.0	31.4	32.4	33.0	26.9	26.6	27.4	28.9
Lower middle.....	33.9	35.6	26.9	31.7	32.6	32.8	27.6	26.3	28.0	28.4
Lower.....	35.0	34.4	27.9	31.7	32.0	33.0	27.3	26.3	27.6	28.1
Size of family										
1 and 2 members.....	35.2	35.1	27.1	31.6	33.0	34.1	27.0	26.3	27.7	28.1
3 members.....	34.2	34.5	26.5	31.5	31.9	33.0	27.5	26.9	28.2	28.4
4 and 5 members.....	35.0	35.4	27.5	31.4	32.6	32.5	27.1	26.4	28.1	28.3
6 and over.....	32.5	35.3	27.4	31.1	31.0	32.7	27.2	25.4	27.2	29.3
Presence of children 3/										
No children.....	35.1	34.7	27.0	31.5	32.9	33.8	27.4	26.3	27.8	28.5
Under 6 years.....	33.9	35.2	27.1	31.8	31.3	32.9	27.0	26.1	27.6	29.2
6-12 years.....	34.7	35.3	27.6	31.3	31.7	32.4	27.2	26.0	27.6	28.6
13-20 years.....	34.5	36.1	27.4	31.1	32.1	32.6	27.1	26.2	27.6	28.3
Occupation of family head										
Executive, professional....	35.0	36.0	26.8	31.2	32.1	33.7	26.2	26.4	28.0	28.8
Clerical, sales, service....	34.1	35.2	27.5	31.0	32.0	33.0	27.5	26.7	28.1	28.1
Craftsman, laborer.....	34.8	35.5	26.9	31.5	32.3	32.6	27.3	26.2	27.6	28.5
Farmer.....	34.2	35.6	29.7	33.7	34.7	35.3	28.0	26.0	28.0	28.6
Unclassified.....	34.4	32.8	26.8	30.9	32.8	34.3	27.4	26.0	27.7	28.0
Education of family head										
Grammar school.....	35.8	35.7	27.8	31.7	32.5	33.0	27.8	26.7	27.7	28.6
Some high school.....	34.8	34.9	27.2	31.3	32.3	33.2	27.3	26.1	27.7	28.3
Some college.....	32.9	34.5	26.2	31.2	32.3	33.4	25.9	25.8	28.0	28.6
Age of housewife										
Under 35 years.....	34.3	34.9	27.0	31.6	31.7	32.8	27.1	26.4	27.4	28.2
35-44 years.....	34.8	35.1	27.4	31.3	31.7	32.2	27.0	26.4	27.9	28.8
45 years and over.....	34.7	35.2	27.2	31.5	33.0	33.9	27.3	26.2	27.9	28.4

1/ Per 46-ounce can, except lemon juice, per 5½-ounce can; grape, per 24-ounce bottle; and prune juice, per 32-ounce bottle.

2/ Too few purchases reported for analysis.

3/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 10.--Canned single-strength juices and ades: Volume of purchases per 1,000 capita, by family characteristics and place of residence, October 1953-March 1954, and October 1955-March 1956. 1/

Item	Orange		Grapefruit		Orange-grapefruit blend		Tangerine		Lemon	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/
United States.....	42	52	40	40	11	13	1	2	2	2
Geographic region										
Northeast.....	38	41	38	36	15	16	2	3	2	2
North Central.....	38	54	39	38	13	15	2	3	2	3
South.....	55	63	35	35	5	8	1	2	1	1
Mountain-Southwest.....	37	51	46	43	6	9	1	1	1	1
Pacific.....	39	46	54	64	9	15	4/	1	2	3
Size of community										
Farm.....	41	58	26	30	6	6	1	1	5/	1
City (population)										
Under 10,000.....	57	60	38	35	8	10	1	1	1	1
10,000-99,999.....	39	63	49	47	10	15	2	3	2	2
100,000-499,999.....	45	56	42	43	10	19	1	3	1	1
500,000 and over.....	32	35	42	44	15	15	2	3	2	4
Family income										
Upper.....	36	45	34	42	10	14	1	3	2	2
Upper middle.....	31	44	34	31	11	11	1	1	1	2
Lower middle.....	45	56	38	34	10	13	3	2	1	2
Lower.....	58	64	56	56	12	14	1	3	1	3
Size of family										
1 and 2 members.....	58	80	80	80	18	26	1	2	3	5
3 members.....	47	51	39	49	11	15	1	2	2	3
4 and 5 members.....	32	44	26	27	8	11	1	2	1	1
6 and over.....	38	40	20	21	5	6	1	3	1	1
Presence of children 6/										
No children.....	58	73	74	76	18	24	1	2	2	4
Under 6 years.....	36	38	20	18	6	7	1	2	1	1
6-12 years.....	34	43	21	23	8	7	1	2	1	1
13-20 years.....	36	44	29	28	6	9	2	2	1	2
Occupation of family head										
Executive, professional....	32	40	39	44	11	18	2	5	2	3
Clerical, sales, service....	35	48	39	35	13	14	5/	2	2	2
Craftsman, laborer.....	42	56	38	37	10	11	2	1	1	2
Farmer.....	44	61	26	33	5	5	4/	1	5/	1
Unclassified.....	69	53	70	62	19	20	1	2	2	4
Education of family head										
Grammar school.....	49	55	46	43	10	12	1	1	1	2
Some high school.....	40	49	34	35	12	11	2	3	2	2
Some college.....	27	46	36	40	11	23	1	3	2	3
Age of housewife										
Under 35 years.....	33	41	18	17	6	6	1	5/	1	1
35-44 years.....	35	39	26	29	10	11	1	3	1	2
45 years and over.....	53	67	64	61	14	19	2	3	2	3

Continued

Table 10.--Canned single-strength juices and ades: Volume of purchases per 1,000 capita, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956 <sup>1/</sup>--Continued

Item	Grape		Pineapple		Prune		Tomato		All canned juices <sup>2/</sup>		Single-strength orangeade	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Cases <sup>3/</sup>	Cases <sup>3/</sup>	Cases <sup>3/</sup>	Cases <sup>3/</sup>	Cases <sup>3/</sup>	Cases <sup>3/</sup>	Cases <sup>3/</sup>	Cases <sup>3/</sup>	Cases <sup>3/</sup>	Cases <sup>3/</sup>	Cases <sup>3/</sup>	Cases <sup>3/</sup>
United States.....	8	8	56	50	25	21	69	80	288	301	15	13
Geographic region												
Northeast.....	8	6	85	72	48	36	89	101	386	372	8	8
North Central.....	8	6	38	36	17	14	61	70	249	264	17	16
South.....	6	5	35	31	15	8	41	51	202	218	16	15
Mountain-Southwest.....	10	11	56	64	20	25	68	85	275	320	21	19
Pacific.....	10	18	74	58	17	20	106	114	352	382	16	9
Size of community												
Farm.....	4	5	28	24	7	4	29	36	152	174	15	19
City (population)												
Under 10,000.....	7	5	35	34	17	15	54	61	235	241	19	14
10,000-99,999.....	6	6	53	43	20	22	74	80	284	316	13	11
100,000-499,999.....	8	12	59	61	25	21	69	92	296	347	21	14
500,000 and over.....	10	9	81	71	42	32	95	111	385	379	8	10
Family income												
Upper.....	9	8	57	54	31	23	90	98	316	340	11	12
Upper middle.....	7	6	50	42	21	19	67	79	254	268	16	14
Lower middle.....	8	7	57	51	26	16	56	67	276	271	16	15
Lower.....	8	9	59	53	24	25	62	74	307	328	17	11
Size of family												
1 and 2 members.....	12	12	80	70	48	39	99	114	449	478	12	12
3 members.....	9	8	60	50	30	26	78	93	322	336	15	17
4 and 5 members.....	7	7	50	51	18	16	59	74	233	264	15	13
6 and over.....	3	4	36	31	9	8	44	54	176	189	17	12
Presence of children <sup>6/</sup>												
No children.....	11	11	79	64	46	36	97	108	432	444	11	13
Under 6 years.....	6	6	42	36	13	11	46	53	196	198	14	11
6-12 years.....	6	6	43	44	14	14	50	63	205	232	16	15
13-20 years.....	6	5	45	42	15	13	63	78	230	249	17	12
Occupation of family head												
Executive, professional....	10	9	66	56	32	22	94	108	345	360	12	12
Clerical, sales, service....	9	6	56	52	32	19	89	79	325	289	9	8
Craftsman, laborer.....	6	7	54	52	26	23	65	80	273	300	17	16
Farmer.....	5	5	28	23	6	4	29	38	152	185	16	19
Unclassified.....	12	15	81	54	26	29	72	70	392	331	13	7
Education of family head												
Grammar school.....	5	6	50	43	22	18	58	72	268	280	17	15
Some high school.....	10	8	58	55	29	22	76	77	297	295	13	13
Some college.....	11	10	67	60	26	23	84	114	324	379	11	8
Age of housewife												
Under 35 years.....	6	4	42	39	15	10	48	55	196	200	12	14
35-44 years.....	6	7	55	52	24	20	65	71	259	262	18	14
45 years and over.....	10	10	64	55	33	26	85	102	368	388	14	12

<sup>1/</sup> These figures represent the average volume of purchases per 1,000 capita, based upon all families, including those not making purchases during the 6-month period.

<sup>2/</sup> Includes purchases of other canned juices.

<sup>3/</sup> Equivalent cases of No. 2 cans, 4 3/4 ounces per case.

<sup>4/</sup> Too few purchases reported for analysis.

<sup>5/</sup> One-half a case or less.

<sup>6/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 11.--Fresh citrus fruit: Percentage of all families buying, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956

Item	California-Arizona oranges		Florida oranges		Unidentified		All oranges 1/	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States.....	47.7	54.0	42.0	48.5	32.2	36.0	75.7	81.9
Geographic region								
Northeast.....	55.1	58.1	58.6	63.9	36.1	40.2	80.3	84.1
North Central.....	61.1	68.1	41.2	46.4	33.1	35.1	79.4	85.9
South.....	12.6	19.0	56.4	63.8	30.0	35.9	69.9	77.8
Mountain-Southwest.....	42.5	57.0	20.4	32.9	28.9	34.3	71.4	79.3
Pacific.....	65.1	72.5	5.7	6.8	28.9	30.3	71.3	77.6
Size of community								
Farm.....	34.8	41.6	36.9	46.5	32.5	34.0	73.0	77.2
City (population)								
Under 10,000.....	40.0	46.2	37.4	43.2	30.3	36.8	69.1	79.0
10,000-99,999.....	46.2	56.7	44.8	50.4	28.9	31.3	75.8	82.9
100,000-499,999.....	47.4	54.9	47.8	55.0	30.9	37.0	77.0	84.0
500,000 and over.....	62.1	65.4	43.1	49.1	35.9	37.8	81.2	85.2
Family income								
Upper.....	53.9	57.9	46.3	50.0	34.4	38.1	79.8	84.6
Upper middle.....	49.4	56.7	44.1	50.4	36.4	35.8	80.3	85.9
Lower middle.....	48.1	53.2	39.4	48.2	31.8	37.8	74.4	81.1
Lower.....	39.9	47.5	38.1	45.4	26.4	32.0	68.6	75.7
Size of family								
1 and 2 members.....	43.7	50.1	37.3	45.4	26.1	30.4	70.5	77.9
3 members.....	49.8	54.4	41.4	51.7	34.4	37.3	77.4	84.5
4 and 5 members.....	52.0	58.0	45.0	50.4	36.9	40.6	79.7	85.4
6 and over.....	44.1	53.0	48.8	46.6	33.3	36.4	77.0	78.6
Presence of children 3/								
No children.....	45.0	51.0	39.0	47.3	28.1	31.2	71.7	79.0
Under 6 years.....	49.7	56.3	41.0	49.1	35.8	40.5	77.3	83.9
6-12 years.....	51.2	57.0	47.8	49.8	36.8	39.8	81.5	83.8
13-20 years.....	47.4	56.0	47.8	48.0	34.4	40.2	79.3	84.2
Occupation of family head								
Executive, professional.....	54.7	56.2	46.5	51.8	34.6	36.3	81.5	85.0
Clerical, sales, service.....	48.6	52.6	44.9	48.6	33.8	36.4	76.7	83.3
Craftsman, laborer.....	48.3	56.6	42.6	48.4	32.2	38.4	75.9	82.3
Farmer.....	40.5	43.5	37.6	42.8	33.3	32.2	74.8	76.3
Unclassified.....	44.0	52.1	36.0	48.7	26.9	28.0	68.4	78.2
Education of family head								
Grammar school.....	43.6	50.7	41.8	48.8	31.1	36.3	74.1	80.4
Some high school.....	49.5	56.2	40.7	46.4	31.2	35.2	74.8	82.3
Some college.....	55.9	58.4	45.2	52.0	37.5	36.8	82.2	85.0
Age of housewife								
Under 35 years.....	48.1	53.7	38.4	44.9	34.5	39.7	75.2	81.0
35-44 years.....	50.1	56.4	45.2	49.7	34.9	38.2	79.6	83.4
45 years and over.....	46.5	52.8	41.9	49.1	30.0	33.6	74.1	81.4

Continued



Table 11.--Fresh citrus fruit: Percentage of all families buying, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956--Continued

Item	All grapefruit		Lemons		Tangerines		Limes		All fresh citrus	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States.....	57.9	63.2	43.6	52.5	35.3	35.9	1.0	1.3	84.6	89.1
Geographic region										
Northeast.....	66.7	70.8	48.1	53.0	50.3	53.2	1.0	1.4	90.1	91.5
North Central.....	61.6	68.6	37.3	46.5	38.3	36.1	2/	1.1	87.5	92.5
South.....	45.7	51.3	45.6	58.3	28.5	31.3	1.1	1.1	77.3	84.0
Mountain-Southwest.....	53.9	54.0	49.2	54.7	22.4	18.8	1.0	1.4	82.0	88.0
Pacific.....	55.4	63.5	41.5	52.7	21.2	21.2	2/	2.2	81.1	86.4
Size of community										
Farm.....	48.7	46.6	37.9	46.5	21.2	22.6	2/	1.0	80.0	83.4
City (population)										
Under 10,000.....	52.0	58.8	40.1	50.4	27.8	29.3	2/	2/	80.1	86.8
10,000-99,999.....	58.5	67.3	42.6	53.3	35.4	35.4	1.4	2/	83.9	90.4
100,000-499,999.....	61.5	70.1	44.2	53.8	39.4	40.5	1.1	2.2	87.5	91.1
500,000 and over.....	64.9	70.6	49.7	56.5	46.3	46.3	1.4	2.0	89.1	92.6
Family income										
Upper.....	66.8	69.2	50.1	57.3	41.1	40.5	1.2	2.2	88.0	92.2
Upper middle.....	59.8	67.4	44.8	52.9	40.6	40.1	1.5	1.3	86.9	91.6
Lower middle.....	55.5	59.1	40.5	51.9	35.3	36.1	2/	2/	84.3	88.1
Lower.....	49.8	56.3	39.3	47.3	24.7	26.6	2/	2/	79.4	84.4
Size of family										
1 and 2 members.....	58.3	66.1	45.4	53.1	25.1	26.5	1.7	1.2	82.3	87.8
3 members.....	58.2	64.4	45.4	54.0	36.7	39.3	2/	1.4	85.4	91.2
4 and 5 members.....	58.5	63.7	42.0	52.9	43.2	44.2	2/	1.6	86.5	90.7
6 and over.....	54.2	51.3	39.5	47.0	41.4	33.5	2/	2/	84.6	85.0
Presence of children 3/										
No children.....	58.8	65.7	47.4	55.5	27.1	28.5	1.4	1.3	82.7	88.2
Under 6 years.....	55.9	58.5	37.1	48.1	41.8	39.7	2/	2/	84.4	89.7
6-12 years.....	58.0	59.7	41.5	50.5	45.0	44.1	2/	1.3	87.8	89.5
13-20 years.....	57.3	59.6	42.4	50.8	40.7	39.6	2/	1.7	87.2	89.4
Occupation of family head										
Executive, professional.....	72.1	74.4	51.8	60.7	39.0	39.9	2.1	3.3	90.8	93.2
Clerical, sales, service.....	64.2	69.5	48.8	57.2	38.8	39.5	1.3	2/	86.6	91.4
Craftsman, laborer.....	54.0	59.2	40.8	48.2	40.1	39.0	2/	2/	83.9	88.4
Farmer.....	48.6	48.9	37.8	46.6	22.1	20.6	2/	1.0	81.3	83.6
Unclassified.....	57.3	64.7	44.0	54.1	24.2	26.3	1.1	2/	80.8	86.8
Education of family head										
Grammar school.....	50.7	56.3	41.5	48.0	30.2	32.0	2/	2/	82.1	87.2
Some high school.....	60.3	65.7	42.9	52.9	39.7	39.8	1.0	1.2	85.4	89.8
Some college.....	73.7	76.7	51.6	63.9	40.6	39.1	2.3	3.2	90.0	93.1
Age of housewife										
Under 35 years.....	51.5	55.4	34.5	42.3	40.1	39.2	2/	2/	82.6	87.0
35-44 years.....	58.5	62.9	42.7	52.2	42.8	42.6	2/	1.5	87.8	90.2
45 years and over.....	60.2	65.8	47.8	55.9	30.0	31.3	1.3	1.5	83.9	89.3

1/ Includes small purchases of Texas oranges.

2/ Too few purchases reported for analysis.

3/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 12.--Fresh citrus fruit: Average number of purchases per buying family by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956

Item	California-Arizona oranges		Florida oranges		Unidentified		All oranges 1/	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Number	Number	Number	Number	Number	Number	Number	Number
United States.....	5.2	6.1	5.6	6.4	2.9	3.3	7.8	9.4
Geographic region								
Northeast.....	5.3	5.8	6.6	7.6	2.9	3.5	9.8	11.7
North Central.....	5.3	6.4	4.0	4.4	2.2	2.5	7.2	8.5
South.....	3.3	2.8	6.0	7.5	4.1	4.5	7.3	9.0
Mountain-Southwest.....	5.0	5.4	2.9	3.0	2.3	2.7	6.2	7.5
Pacific.....	5.7	7.9	2.0	1.7	2.7	2.7	6.5	8.6
Size of community								
Farm.....	4.4	4.9	4.5	5.2	2.9	3.7	6.0	7.7
City (population)								
Under 10,000.....	4.4	5.5	4.9	5.9	3.3	3.6	7.0	8.3
10,000-99,999.....	5.2	5.7	4.6	6.7	2.2	2.8	6.9	9.2
100,000-499,999.....	4.9	5.9	5.6	6.6	2.6	2.8	7.8	9.7
500,000 and over.....	5.8	7.0	6.8	7.1	3.0	3.3	9.4	10.9
Family income								
Upper.....	6.0	6.5	6.3	6.8	3.1	3.4	9.3	10.1
Upper middle.....	5.0	6.2	5.3	6.3	3.0	3.5	7.5	9.4
Lower middle.....	5.1	6.3	5.4	6.3	2.9	3.2	7.6	9.5
Lower.....	4.9	5.1	5.4	6.0	2.7	3.0	7.1	8.3
Size of family								
1 and 2 members.....	5.8	5.7	6.1	6.2	2.8	2.8	8.0	8.5
3 members.....	4.9	5.8	5.1	6.6	2.9	2.9	7.3	9.2
4 and 5 members.....	5.4	6.4	5.8	6.3	3.3	3.6	8.6	10.0
6 and over.....	5.6	6.4	5.9	6.7	3.6	4.2	8.9	10.5
Presence of children 3/								
No children.....	5.7	5.9	6.2	6.5	2.9	3.0	8.3	9.0
Under 6 years.....	4.8	5.7	5.9	6.1	3.2	3.7	8.0	9.4
6-12 years.....	5.3	6.6	5.5	6.6	3.2	3.6	8.2	10.3
13-20 years.....	5.7	6.5	5.0	6.5	2.9	3.5	8.0	10.0
Occupation of family head								
Executive, professional.....	5.7	6.5	6.6	6.7	2.7	2.8	8.9	9.8
Clerical, sales, service.....	5.3	6.2	5.3	7.8	2.4	3.6	7.7	10.1
Craftsman, laborer.....	5.2	6.2	5.5	6.1	3.2	3.4	8.0	9.6
Farmer.....	4.3	4.7	4.3	4.8	2.9	3.7	6.1	7.2
Unclassified.....	5.2	5.4	6.1	6.6	2.7	2.6	7.8	8.8
Education of family head								
Grammar school.....	5.3	6.0	5.5	6.1	3.0	3.5	7.7	9.2
Some high school.....	5.3	5.9	5.3	5.9	2.9	3.2	7.8	8.9
Some college.....	5.1	6.6	6.3	7.9	2.5	2.8	8.2	10.7
Age of housewife								
Under 35 years.....	4.4	5.4	4.9	5.3	3.0	3.2	6.9	8.2
35-44 years.....	5.6	6.3	5.4	6.7	2.9	3.6	8.1	10.1
45 years and over.....	5.5	6.2	6.0	6.5	2.9	3.1	8.2	9.4

Continued

Table 12.--Fresh citrus fruit: Average number of purchases per buying family by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956 - Continued

Item	All grapefruit		Lemons		Tangerines		Limes		All fresh citrus	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
United States.....	6.7	7.1	4.1	4.3	2.7	2.8	1.6	1.6	14.7	17.3
Geographic region										
Northeast.....	7.9	8.4	4.7	4.9	3.3	3.4	1.5	1.5	18.7	22.1
North Central.....	6.7	7.0	3.0	3.3	2.2	2.4	2/	1.7	13.4	15.7
South.....	5.7	6.6	4.8	5.0	2.3	2.3	1.0	1.8	13.6	16.7
Mountain-Southwest.....	5.2	5.6	3.7	4.2	2.0	2.3	2.1	1.7	11.6	13.3
Pacific.....	5.7	5.5	3.5	4.0	2.0	2.1	2/	1.4	11.8	14.8
Size of community										
Farm.....	5.1	5.4	3.6	4.2	1.7	2.0	2/	1.4	10.7	13.0
City (population)										
Under 10,000.....	5.5	5.9	3.7	3.7	2.2	2.3	2/	2/	12.3	14.5
10,000-99,999.....	5.8	6.3	3.0	4.1	2.1	2.8	2.0	2/	12.7	16.6
100,000-499,999.....	6.4	7.7	3.9	4.1	2.3	2.4	1.8	1.9	14.4	18.4
500,000 and over.....	8.2	8.3	4.9	5.0	3.3	3.4	1.4	1.5	18.8	21.2
Family income										
Upper.....	7.5	7.7	4.4	4.5	2.8	3.2	1.5	1.8	17.8	19.3
Upper middle.....	6.5	6.8	3.8	3.8	2.7	2.7	1.4	1.6	14.6	17.2
Lower middle.....	5.9	6.7	3.6	4.1	2.6	2.6	2/	2/	13.4	16.7
Lower.....	6.7	6.8	4.4	5.0	2.5	2.5	2/	2/	13.4	15.6
Size of family										
1 and 2 members.....	7.9	7.7	4.2	4.5	2.6	2.3	1.2	1.7	15.7	16.8
3 members.....	6.2	6.8	3.9	4.2	2.6	2.5	2/	1.5	14.1	16.9
4 and 5 members.....	5.8	6.7	3.9	4.1	3.2	3.2	2/	1.5	15.3	18.0
6 and over.....	5.3	6.4	4.4	4.7	2.7	2.9	2/	2/	14.8	17.4
Presence of children 3/										
No children.....	8.1	8.0	4.3	4.8	2.6	2.4	1.2	1.6	16.3	17.8
Under 6 years.....	5.3	6.0	3.7	3.7	2.8	3.0	2/	2/	13.7	16.0
6-12 years.....	5.3	6.2	3.6	4.0	2.9	3.1	2/	1.7	14.3	17.6
13-20 years.....	5.5	6.5	4.0	4.2	2.7	2.9	2/	1.5	14.1	17.4
Occupation of family head										
Executive, professional.....	7.8	7.9	4.1	4.1	2.9	3.0	1.9	1.8	17.7	19.3
Clerical, sales, service.....	7.8	7.7	4.1	4.7	2.7	2.7	1.7	2/	16.1	19.2
Craftsman, laborer.....	5.5	6.5	4.0	4.2	2.7	2.9	2/	2/	13.9	16.9
Farmer.....	5.4	5.3	3.9	4.2	1.8	1.9	2/	1.0	11.1	12.5
Unclassified.....	8.0	7.6	4.3	5.0	2.6	2.1	1.0	2/	15.4	17.4
Education of family head										
Grammar school.....	6.3	6.5	4.1	4.2	2.4	2.7	2/	2/	13.8	16.1
Some high school.....	6.2	6.8	4.0	4.4	2.7	2.6	1.9	1.4	14.4	16.9
Some college.....	8.0	8.6	4.1	4.4	2.9	3.2	1.6	1.9	17.6	21.3
Age of housewife										
Under 35 years.....	4.8	5.3	3.3	3.4	2.7	2.9	2/	2/	11.9	14.0
35-44 years.....	5.6	6.5	4.2	3.8	2.7	2.9	2/	1.8	14.3	17.5
45 years and over.....	7.7	7.8	4.2	4.8	2.6	2.6	1.3	1.5	16.2	18.3

1/ Includes small purchases of Texas oranges.

2/ Too few purchases reported for analysis.

3/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 13.--Fresh citrus fruit: Average volume of purchases per buying family, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956

Item	California-Arizona oranges		Florida oranges		Unidentified		All oranges 1/	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
United States.....	5.00	6.41	6.57	7.54	2.74	3.24	8.22	10.33
Geographic region								
Northeast.....	4.60	5.33	7.10	8.33	2.47	2.92	9.46	11.32
North Central.....	5.02	6.29	4.73	5.42	2.23	2.52	7.39	8.96
South.....	3.70	2.76	8.13	10.35	4.15	4.74	9.13	11.32
Mountain-Southwest.....	4.45	5.69	2.92	2.88	1.87	3.07	6.16	7.98
Pacific.....	6.45	11.58	1.67	1.57	3.15	3.58	7.30	12.36
Size of community								
Farm.....	5.24	5.63	6.69	7.17	3.12	4.22	7.71	9.65
City (population)								
Under 10,000.....	4.50	5.75	6.37	7.63	2.95	3.39	7.75	9.27
10,000-99,999.....	5.00	5.68	5.79	7.71	2.19	2.74	7.53	9.77
100,000-499,999.....	4.39	6.46	6.24	7.74	2.50	3.12	7.95	10.90
500,000 and over.....	5.14	7.21	7.10	7.45	2.80	2.98	9.01	11.23
Family income								
Upper.....	5.90	7.24	7.56	8.51	3.00	3.38	9.89	11.73
Upper middle.....	4.49	6.25	6.37	7.79	2.82	3.49	7.74	10.37
Lower middle.....	5.12	6.74	6.56	7.51	2.78	3.25	8.27	10.58
Lower.....	4.46	5.20	5.86	6.21	2.42	2.79	7.11	8.42
Size of family								
1 and 2 members.....	4.70	5.42	6.23	6.48	2.09	2.27	7.19	8.36
3 members.....	4.30	5.93	5.63	7.68	2.49	2.57	7.06	9.84
4 and 5 members.....	5.37	7.02	7.01	7.79	3.07	3.67	9.19	11.29
6 and over.....	7.20	8.57	8.97	10.21	5.02	5.89	12.54	15.03
Presence of children 3/								
No children.....	4.82	5.67	6.41	6.95	2.23	2.47	7.60	9.03
Under 6 years.....	5.12	6.18	8.06	7.66	3.35	4.06	9.49	10.73
6-12 years.....	5.58	7.59	7.32	8.66	3.47	4.14	9.70	12.52
13-20 years.....	6.05	7.95	6.64	8.71	3.38	4.06	9.48	12.55
Occupation of family head								
Executive, professional.....	5.32	7.29	7.53	8.00	2.56	2.84	9.24	11.23
Clerical, sales, service.....	4.50	5.65	5.52	8.63	2.04	3.12	7.21	10.10
Craftsman, laborer.....	5.05	6.44	6.62	7.31	3.07	3.49	8.48	10.45
Farmer.....	5.34	5.73	6.68	6.39	3.06	4.08	8.06	8.98
Unclassified.....	4.48	5.92	6.05	6.78	2.35	2.06	7.18	9.24
Education of family head								
Grammar school.....	4.97	6.44	6.55	7.55	2.91	3.53	8.13	10.46
Some high school.....	5.15	5.92	6.33	6.74	2.75	3.10	8.25	9.33
Some college.....	4.70	7.24	7.06	8.85	2.33	2.77	8.37	11.86
Age of housewife								
Under 35 years.....	4.44	5.19	6.31	6.15	2.91	3.35	7.68	8.61
35-44 years.....	5.56	7.28	6.87	8.85	3.12	3.89	9.03	12.22
45 years and over.....	4.97	6.39	6.55	7.32	2.48	2.83	8.08	9.97

Continued



Table 13.--Fresh citrus fruit: Average volume of purchases per buying family, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956--Continued

Item	All grapefruit		Lemons		Tangerines		Limes		All fresh citrus	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
United States.....	2.97	3.03	2.00	2.05	2.62	2.50	0.70	0.85	11.52	13.82
Geographic region										
Northeast.....	3.02	2.93	1.94	1.99	2.92	2.82	.60	.82	13.33	15.38
North Central.....	3.40	3.51	1.27	1.32	2.41	2.36	2/	.65	10.70	12.46
South.....	2.63	2.91	3.12	3.11	2.79	2.54	.66	1.03	12.69	15.28
Mountain-Southwest.....	2.50	2.57	1.97	1.94	1.52	1.53	.91	1.33	8.62	10.35
Pacific.....	2.36	2.33	1.59	1.92	1.69	1.60	2/	.72	9.30	14.23
Size of community										
Farm.....	2.93	3.18	2.23	2.34	2.11	2.35	2/	.70	10.43	12.62
City (population)										
Under 10,000.....	2.80	2.64	2.03	1.88	2.48	2.41	2/	2/	10.38	12.07
10,000-99,999.....	2.60	2.72	1.42	1.78	2.21	2.28	.95	2/	10.29	12.89
100,000-499,999.....	2.84	3.36	2.08	2.09	2.34	2.31	1.03	.97	11.11	14.86
500,000 and over.....	3.21	3.14	2.04	2.12	2.87	2.72	.49	.73	13.19	15.25
Family income										
Upper.....	3.29	3.31	2.07	2.12	2.53	3.00	.49	.86	13.92	15.89
Upper middle.....	3.00	2.94	1.93	1.78	2.74	2.38	.86	1.05	11.50	13.97
Lower middle.....	2.71	2.87	1.62	1.80	2.79	2.25	2/	2/	11.03	13.60
Lower.....	2.89	2.92	2.35	2.51	2.25	2.17	2/	2/	9.83	11.52
Size of family										
1 and 2 members.....	3.28	3.08	1.93	2.03	2.14	1.85	.60	.84	10.22	11.54
3 members.....	2.77	2.95	1.87	2.10	2.26	2.23	2/	.71	10.26	13.44
4 and 5 members.....	2.68	2.93	1.88	1.84	3.19	2.82	2/	.85	12.79	15.05
6 and over.....	2.86	3.31	2.76	2.73	3.74	3.51	2/	2/	16.38	18.76
Presence of children 3/										
No children.....	3.40	3.25	2.07	2.25	2.14	2.02	.64	.79	10.90	12.58
Under 6 years.....	2.47	2.54	1.81	1.61	3.08	2.58	2/	2/	12.65	13.64
6-12 years.....	2.56	2.85	1.84	1.92	3.22	2.99	2/	.93	13.22	16.15
13-20 years.....	2.75	3.11	2.12	2.10	2.98	2.98	2/	.94	12.86	16.37
Occupation of family head										
Executive, professional.....	3.24	3.16	1.80	1.78	2.53	2.64	.87	.93	13.00	15.00
Clerical, sales, service.....	3.21	3.01	1.80	1.90	2.56	2.19	.79	2/	10.94	13.53
Craftsman, laborer.....	2.46	2.83	2.06	2.05	2.71	2.64	2/	2/	11.55	13.85
Farmer.....	3.22	3.18	2.31	2.39	2.39	2.18	2/	.54	11.06	11.90
Unclassified.....	3.58	3.44	2.05	2.68	2.30	1.97	.59	2/	10.43	13.08
Education of family head										
Grammar school.....	2.95	3.04	2.19	2.26	2.46	2.59	2/	2/	11.18	13.77
Some high school.....	2.81	2.86	1.90	1.94	2.75	2.35	.71	.78	11.45	12.78
Some college.....	3.23	3.28	1.71	1.80	2.62	2.58	.76	.93	12.47	15.85
Age of housewife										
Under 35 years.....	2.17	2.07	1.55	1.52	2.88	2.37	2/	2/	10.40	11.01
35-44 years.....	2.54	2.90	2.03	1.67	2.86	2.83	2/	.93	12.27	15.63
45 years and over.....	3.44	3.37	2.12	2.37	2.32	2.32	.66	.83	11.65	13.88

1/ Includes small purchases of Texas oranges.

2/ Too few purchases reported for analysis.

3/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 14.--Fresh citrus fruit: Average prices paid per dozen by household consumers, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956

Item	California-Arizona oranges		Florida oranges		Unidentified		All oranges 1/	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States.....	48.3	40.6	36.5	33.9	40.7	38.6	41.6	37.4
Geographic region								
Northeast.....	55.2	48.8	42.0	38.6	48.9	45.3	47.2	42.8
North Central.....	49.5	43.3	38.5	35.8	42.9	40.8	44.9	40.6
South.....	40.5	38.9	30.7	28.0	35.0	33.7	32.3	29.7
Mountain-Southwest.....	52.2	44.2	40.2	36.6	43.3	38.0	43.1	40.4
Pacific.....	41.3	30.0	46.3	47.9	37.8	33.3	40.7	30.6
Size of community								
Farm.....	44.4	40.9	33.2	30.9	36.4	36.1	37.2	35.1
City (population)								
Under 10,000.....	49.0	43.6	33.4	31.4	41.8	40.4	40.2	37.4
10,000-99,999.....	47.7	42.4	36.4	33.5	41.9	38.6	41.5	37.7
100,000-499,999.....	50.9	40.3	35.9	32.8	39.4	35.1	41.7	36.1
500,000 and over.....	48.3	39.1	41.4	37.9	43.0	41.0	44.8	38.9
Family income								
Upper.....	49.7	41.2	37.0	33.9	42.1	40.5	43.0	38.0
Upper middle.....	48.9	39.0	35.4	33.5	40.2	39.0	41.1	36.5
Lower middle.....	45.9	41.7	36.7	34.2	40.2	36.6	40.8	37.7
Lower.....	48.2	40.4	36.8	33.9	40.1	37.8	41.0	36.9
Size of family								
1 and 2 members.....	51.0	41.3	38.3	34.8	43.3	42.0	44.0	38.3
3 members.....	50.8	42.6	37.7	34.4	41.6	39.9	43.2	38.3
4 and 5 members.....	48.0	40.0	36.8	33.7	42.0	38.6	42.0	37.2
6 and over.....	43.5	38.6	33.0	31.7	36.3	34.7	37.2	35.0
Presence of children 3/								
No children.....	50.5	41.5	38.5	34.8	44.0	41.9	44.0	38.4
Under 6 years.....	46.9	39.4	34.6	34.1	38.9	36.6	39.7	36.7
6-12 years.....	46.2	39.1	35.0	33.1	38.9	35.9	39.8	36.1
13-20 years.....	46.4	40.9	35.7	33.2	38.2	36.7	40.1	37.0
Occupation of family head								
Executive, professional.....	49.2	38.0	37.2	34.5	41.7	38.5	42.6	36.6
Clerical, sales, service.....	50.2	43.4	37.7	34.2	41.4	38.0	43.0	38.0
Craftsman, laborer.....	48.9	42.0	36.4	33.9	41.1	39.6	41.9	38.2
Farmer.....	42.8	37.9	33.6	30.6	36.8	34.9	37.4	34.1
Unclassified.....	47.8	39.9	37.9	35.0	42.7	41.1	42.4	37.6
Education of family head								
Grammar school.....	48.0	42.4	35.5	32.9	39.5	38.4	40.5	37.4
Some high school.....	47.6	40.0	37.1	34.3	41.7	39.4	42.1	37.6
Some college.....	50.0	38.2	37.7	35.4	42.0	37.8	43.3	36.9
Age of housewife								
Under 35 years.....	46.4	39.2	33.8	34.6	40.3	36.6	39.7	36.9
35-44 years.....	48.0	40.0	36.3	33.0	38.4	37.8	41.2	36.5
45 years and over.....	49.5	41.5	38.0	34.2	43.0	40.3	43.0	38.0

Continued

Table 14.--Fresh citrus fruit: Average prices paid per dozen by household consumers, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956--Continued

Item	All grapefruit		Lemons		Tangerines		Limes		All fresh citrus	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States.....	77.5	78.4	45.9	46.5	35.6	36.9	46.5	42.9	47.2	44.3
Geographic region										
Northeast.....	85.4	89.5	53.0	53.1	37.8	38.4	52.3	52.4	52.4	49.8
North Central.....	71.4	73.6	56.2	56.1	34.8	36.6	2/	50.8	49.9	47.9
South.....	70.9	71.1	38.2	38.9	28.8	31.0	33.7	33.7	37.0	35.8
Mountain-Southwest.....	80.0	77.2	44.1	44.2	44.5	45.4	34.1	24.0	49.7	46.5
Pacific.....	84.5	75.8	47.5	45.1	42.4	42.7	2/	52.0	48.0	37.4
Size of community										
Farm.....	69.2	71.6	41.9	43.8	32.9	36.2	2/	31.5	42.4	41.0
City (population)										
Under 10,000.....	75.6	78.8	43.8	45.2	35.1	35.4	2/	2/	45.7	44.0
10,000-99,999.....	78.2	76.4	47.0	47.5	33.9	37.9	43.5	2/	47.0	44.3
100,000-499,999.....	77.8	76.5	45.2	44.8	34.8	34.2	41.3	33.4	47.3	43.5
500,000 and over.....	81.9	82.4	50.2	49.2	37.5	38.5	54.2	55.6	50.6	46.3
Family income										
Upper.....	80.5	82.0	47.1	47.1	37.1	36.9	55.4	49.2	48.9	45.4
Upper middle.....	75.2	77.6	45.4	46.0	35.1	37.6	43.6	39.5	46.5	43.5
Lower middle.....	75.9	75.4	46.8	47.0	33.1	36.3	2/	2/	45.7	43.5
Lower.....	77.6	76.7	44.5	45.7	38.0	36.7	2/	2/	47.5	44.4
Size of family										
1 and 2 members.....	80.1	80.0	46.9	47.7	39.8	39.3	50.9	38.7	52.2	47.6
3 members.....	79.1	78.8	45.8	45.6	36.2	35.2	2/	42.9	49.2	44.9
4 and 5 members.....	76.0	76.6	46.5	46.5	36.3	37.8	2/	46.5	46.5	43.2
6 and over.....	73.0	77.6	43.2	44.7	30.9	33.5	2/	2/	41.1	40.2
Presence of children 3/										
No children.....	80.0	79.9	46.6	46.8	39.0	38.2	48.7	40.7	51.7	47.2
Under 6 years.....	75.3	78.7	45.9	45.1	33.9	37.8	2/	2/	44.0	42.3
6-12 years.....	74.1	75.7	45.6	45.5	34.1	36.3	2/	44.6	43.9	41.3
13-20 years.....	75.2	77.9	44.9	46.1	34.8	36.4	2/	45.8	44.8	42.8
Occupation of family head										
Executive, professional.....	82.6	82.9	47.7	48.6	38.4	37.1	48.0	46.5	50.1	45.1
Clerical, sales, service.....	78.9	80.9	47.1	47.2	35.0	37.6	38.8	2/	49.5	45.8
Craftsman, laborer.....	76.8	76.7	45.7	46.4	35.3	36.9	2/	2/	45.9	43.9
Farmer.....	68.4	69.0	42.1	42.9	30.7	35.9	2/	37.7	42.4	40.3
Unclassified.....	77.7	78.1	47.2	45.8	38.8	35.2	45.2	2/	50.9	46.3
Education of family head										
Grammar school.....	75.6	75.3	44.7	45.5	34.7	36.9	2/	2/	45.6	43.4
Some high school.....	77.4	78.8	46.6	47.2	35.6	35.9	45.8	42.2	47.4	44.8
Some college.....	80.7	83.2	48.1	47.6	37.6	38.7	46.3	44.6	50.4	45.5
Age of housewife										
Under 35 years.....	74.7	76.3	45.1	44.7	34.0	37.1	2/	2/	43.6	42.0
35-44 years.....	76.0	78.3	45.6	46.5	35.1	36.7	2/	43.2	45.5	42.5
45 years and over.....	79.0	78.8	46.2	46.7	37.5	36.9	49.2	44.9	50.1	46.1

1/ Includes small purchases of Texas oranges.

2/ Too few purchases reported for analysis.

3/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 15.--Fresh citrus fruit: Volume of purchases per 1,000 capita, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956 <sup>1/</sup>

Item	California-Arizona oranges		Florida oranges		Unidentified		All oranges <sup>2/</sup>	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
United States.....	718	996	831	1,061	266	332	1,876	2,430
Geographic region								
Northeast.....	779	880	1,279	1,516	274	337	2,334	2,738
North Central.....	961	1,247	610	738	231	256	1,838	2,260
South.....	121	135	1,191	1,705	323	440	1,658	2,298
Mountain-Southwest.....	583	980	184	280	166	310	1,354	1,869
Pacific.....	1,444	2,577	33	32	313	324	1,791	2,938
Size of community								
Farm.....	464	637	629	832	258	365	1,432	1,905
City (population)								
Under 10,000.....	549	734	727	944	272	351	1,634	2,077
10,000-99,999.....	737	970	827	1,191	202	266	1,820	2,466
100,000-499,999.....	635	1,050	909	1,256	235	326	1,866	2,696
500,000 and over.....	994	1,349	953	1,106	313	329	2,280	2,796
Family income								
Upper.....	890	1,122	980	1,158	288	342	2,210	2,660
Upper middle.....	622	962	788	1,062	288	331	1,743	2,397
Lower middle.....	709	975	744	976	254	329	1,771	2,310
Lower.....	645	892	809	1,031	231	322	1,767	2,302
Size of family								
1 and 2 members.....	1,115	1,496	1,259	1,654	296	378	2,750	3,578
3 members.....	714	1,082	777	1,314	285	319	1,821	2,752
4 and 5 members.....	633	917	716	895	257	335	1,661	2,189
6 and over.....	444	640	612	653	234	295	1,350	1,623
Presence of children <sup>4/</sup>								
No children.....	1,048	1,341	1,207	1,542	303	355	2,631	3,288
Under 6 years.....	499	652	649	719	236	312	1,440	1,720
6-12 years.....	570	876	698	873	254	327	1,577	2,116
13-20 years.....	590	936	654	870	239	340	1,546	2,192
Occupation of family head								
Executive, professional.....	902	1,235	1,085	1,291	274	308	2,335	2,893
Clerical, sales, service.....	734	824	831	1,142	231	306	1,856	2,292
Craftsman, laborer.....	670	1,007	775	992	272	370	1,767	2,405
Farmer.....	556	699	646	709	262	359	1,549	1,838
Unclassified.....	852	1,041	943	1,148	274	191	2,126	2,412
Education of family head								
Grammar school.....	645	908	815	1,022	270	353	1,794	2,321
Some high school.....	764	932	771	884	257	302	1,848	2,164
Some college.....	829	1,405	1,007	1,569	275	336	2,171	3,354
Age of housewife								
Under 35 years.....	508	639	577	640	239	302	1,374	1,618
35-44 years.....	688	949	766	1,044	268	341	1,775	2,376
45 years and over.....	876	1,232	1,042	1,307	283	340	2,272	2,923

Continued



Table 15.--Fresh citrus fruit: Volume of purchases per 1,000 capita, by family characteristics and place of residence, October 1953-March 1954 and October 1955-March 1956 1/--Continued

Item	All grapefruit		Lemons		Tangerines		Limes		All fresh citrus	
	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54	1955-56	1953-54
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
United States.....	519	556	263	307	278	259	2	3	2,938	3,556
Geographic region										
Northeast.....	619	602	287	305	451	427	2	3	3,694	4,077
North Central.....	656	707	149	180	289	248	3/	2	2,934	3,398
South.....	313	401	370	473	206	207	2	3	2,549	3,382
Mountain-Southwest.....	415	414	299	319	105	86	3	5	2,177	2,693
Pacific.....	450	449	226	311	124	98	3/	5	2,594	3,800
Size of community										
Farm.....	363	390	215	264	114	140	3/	2	2,124	2,700
City (population)										
Under 10,000.....	445	435	248	268	210	194	3/	3/	2,538	2,975
10,000-99,999.....	484	555	192	284	249	243	4	3/	2,750	3,550
100,000-499,999.....	533	692	280	332	281	275	3	7	2,964	4,002
500,000 and over.....	649	653	316	353	414	365	2	4	3,660	4,170
Family income										
Upper.....	616	623	291	326	310	329	2	5	3,428	3,942
Upper middle.....	504	538	243	257	312	260	4	4	2,804	3,455
Lower middle.....	432	466	188	249	284	222	3/	3/	2,677	3,248
Lower.....	522	597	334	420	201	208	3/	3/	2,825	3,530
Size of family										
1 and 2 members.....	1,036	1,124	476	593	291	275	6	6	4,559	5,574
3 members.....	538	633	283	368	276	292	3/	3	2,919	4,048
4 and 5 members.....	356	423	179	218	312	286	3/	3	2,510	3,118
6 and over.....	217	242	152	176	217	172	3/	3/	1,937	2,214
Presence of children 4/										
No children.....	965	996	474	574	280	269	4	4	4,355	5,132
Under 6 years.....	272	284	132	146	252	199	3/	3/	2,096	2,350
6-12 years.....	296	347	152	194	289	270	3/	2	2,316	2,929
13-20 years.....	325	390	185	220	249	251	3/	4	2,307	3,057
Occupation of family head										
Executive, professional.....	725	707	289	326	306	312	6	9	3,662	4,246
Clerical, sales, service.....	692	576	294	298	333	236	3	3/	3,178	3,403
Craftsman, laborer.....	365	474	230	278	298	288	3/	3/	2,662	3,447
Farmer.....	402	432	224	280	136	125	3/	1	2,312	2,676
Unclassified.....	889	751	391	481	241	176	3	3/	3,649	3,822
Education of family head										
Grammar school.....	446	483	271	298	221	233	3/	3/	2,732	3,336
Some high school.....	508	532	245	290	328	264	2	2	2,930	3,253
Some college.....	752	826	278	372	335	328	6	9	3,541	4,889
Age of housewife										
Under 35 years.....	266	265	127	148	275	212	3/	3/	2,043	2,244
35-44 years.....	366	433	214	206	302	285	3/	3	2,659	3,302
45 years and over.....	786	812	384	474	264	266	3	4	3,710	4,479

1/ These figures represent the average volume of purchases per 1,000 capita, based upon all families, including those not making purchases during the 6-month period.

2/ Includes small purchases of Texas oranges.

3/ Too few purchases reported for analysis.

4/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.











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